

RUSSO'S Marine Mart



VISIT GREATER BOSTON'S
LARGEST SHOWROOM
RUSS CRAFT OLYMPIA
ARISTO CRAFT BOATS

DURA TECH ALUMINUM BOATS

CHRIS-CRAFT KITS

MARINE CONVERSIONS

NORDBERG MARINE ENGINES

STEWART-WARNER INSTRUMENTS

Call.. MY stic 8-0050

MON. TUES. & THURS. Till 9 P.M.

Complete Line of

MARINE HARDWARE & SUPPLIES

227 Salem St., Route 60, Medford

Captain Jim's BOAT SHOP Royal & Amesbury



BOATS

Champion & Oliver Outboard Motors
Tec-Nee Boat Trailers
Complete Marine Repairs
Inboard & Diesel Engines
Outboard Motor Repairing

184 Washington St. GLOUCESTER 5956

Chris - Craft CRUISERS - RUNABOUTS - KITS - MOTORS

STEARN'S MARINE COMPANY

rr128 WATER ST. DANVERS

HAULING - STORAGE
COMPLETE MARINE REPAIRS
MARINE EQUIPMENT & SUPPLIES

Call DANVERS 1288

if no answer WE llesley 5-4788-R

GLOUCESTER

Boat Dealers—Continued

Russo's Marine Mart
227 Salem Medford MY stic 8-0050
(See Advertisement This Page)
STEARN'S MARINE CO
rr128 Water, Danvers-1288
(See Advertisement This Page)

Boats—Renting

Bickford Boat Service Co
29 Rocky Neck Av. Gloucester-1020

Boilers

WEIL MC LAIN BOILERS

Balanced - Fire Travel
Wider Crown Sheet
Unhampered Circulation
Front Extension for En-
closing Burner Control
Water Heaters



Tappings - Domestic

"WHERE TO CALL"

Young Jos H Co 237 Coml. . . . MA lden 2-7430

Boilers—Repairing

Burnett J F Co
21 Walnut Peabody JE fferson 2-0328
(See Advertisement This Page)

Books

MARINERS BOOKSTALL

BOOKS OF ALL PUBLISHERS
SPECIALIST IN ART AND NAUTICAL
BOOKS

CHILDREN'S BOOKS
LENDING LIBRARY

GREETING CARDS AND STATIONERY
Dock Sq Rockport-2102

Bottlers

Wilson Thomas Co 69 Broadway . . . Rockport-941

Bowling Alleys

Recreation Bowling Alleys 7 Elm. Gloucester-3141

Teletypewriter service is fast, accurate
and economical.



BOILER REPAIRS

24 HOUR
SERVICE
TEL.
PEABODY
JE fferson
2-0328

PORTABLE WELDERS &
AIR COMPRESSORS
New & Used Steam Boilers - Smoke
Stacks - Tanks - Boiler Tubes - Supplies
Boiler Compound - Boiler Retubing
Installations - General Repairing
BOILER TUBES CLEANED BY NEW
AIR MOTOR TURBINE PROCESS
• CONDENSER RETUBING •
WE GO ANYWHERE
If No Answer - Call Salem 6190

J.E. BURNETT &
21 WALNUT ST. * PEABODY

GLOUCESTER

Boxes—Mfrs

Merchant Box Co Cleveland Gloucester-4

Brick

WINCHESTER BRICK CO
East. WI nchester 6-2110

Brokers—Stock

MANN & GOULD
See Adv Investment Heading
70 Washington Salem-2844
PAINE WEBBER JACKSON & CURTIS
23 Central Av. LY nn 2-2070

Brushes

Abel's Brush Center 179 Washington . . . Salem-1542
Fuller Brush Co 38 Plsnt. SA ugus 8-1571

Builders

Day John W 444 Washington. . . Gloucester-395-M

NATIONAL HOMES

National homes, lowest
cost quality homes on
the market, eligible for
FHA or VA insured
mortgage loans. Small
down payment, low
monthly payments. Choice of many sizes and
designs, for a lifetime of pleasant living.



"WHERE TO BUY IT"

JULIAN BROS 99 Essex Av. . . Gloucester-38

Building Materials

Building Center Stores
18 Railroad Av. Rockport-3060

GLOUCESTER BUILDING SUPPLY CO INC LUMBER & BUILDING MATERIALS

Doors - Windows - Plywood - Sheetrock
Flooring - Roofing - Builders' Hdwre
Plumbing Supp.
COMPLETE LINE OF SECOND HAND
BUILDING MATERIALS
12 Cleveland Pl. Gloucester-4900

GROSSMAN'S OF NO SHORE INC

"EVERYTHING TO BUILD
WITH"
New England's Largest Lumber
& Building Materials Distributor
Budget All Purchases of \$10 or More
See Large Adv. At Lumber
2 Washington Ipswich-1060

NAUSS L B & SONS INC
Railroad Av. Gloucester-195

SMITH J RAYMOND INC

LUMBER
BUILDING MATERIALS
HARDWARE - PAINT
GLASS
ROOFING MATERIALS
17 Railroad Av. (Rockport-2229
(Rockport-2276

Rain or shine - shop the easy way in the
Yellow Pages.

See front pages for
complete dialing instructions

Cabinetmakers 17

Building Movers

GOODWIN B F & SON INC
HEAVY MACHINERY
MOVING
WE GO ANYWHERE
ESTIMATES FURNISHED
off Orne Marblehead WE phone 2-0674

Building Wrecking

CENTRAL BUILDING WRECKING CO
141 Boston EV nstt 7-3700
GLOUCESTER BUILDING & WRECKING
CO 12 Cleveland Place Gloucester-4900

SULLIVAN BLDG WRECKING CO

USED LUMBER &
BUILDING MATERIALS
PLUMBING FIXTURES, DOORS,
WINDOWS, PIPE, BLICK

63 Federal Beverly-985

Burlap

SHORE J & CO INC 101 Second CH elsta 3-0707

Bus Lines

Gloucester Auto Bus Co
48 Bass Av Gloucester-1675
MICHAUD BUS LINES, INC
250 Jefferson Av Salem-1207
(See Advertisement This Page)

Buses—Chartering

Gloucester Auto Bus Co
48 Bass Av - Gloucester-1675

Cabinetmakers

Titus Harold R rr173 Main Rockport-3263

Looking for new customers? Advertise
where they look — in these Yellow
Pages.

NEW STREAMLINE COACHES AIR CONDITIONED . . . RADIO EQUIPPED



To any Point in 48 States - Canada & Mexico
"WHY TAKE LESS THAN THE BEST"

MICHAUD BUS LINES, INC.

J. A. MICHAUD, Pres.

250 Jefferson Ave. Call Salem 1207

Cameras

CAPE ANN CAMERA & PHOTO INC
T Wharf, Rockport-3037
(See Advertisement This Page)
Gloucester-3330
Douglass Pharmacy 24 Main
GLOUCESTER CAMERA & PHOTO
81 Main Gloucester-5959

GRAY CHAS J & SONS INC

— KODAKS —
CINE - KODAKS
PHOTOGRAPHIC SUPPLIES
FILMS - DEVELOPING

129 Main Gloucester-88

Camps

Camp Annisquam Stanwoods Pt. Gloucester-2992
Camp Pinehurst 640 Essex Av. Gloucester-5623
Lincoln House Vacation Camp
Atlantic Gloucester-4151
Resnick's Camp Stanwoods Pt. Gloucester-2992
Tischoff Chas S 640 Essex Av Gloucester-547-W3

Candy Mfrs

Tuck's Candy Factory Squam Hill, Rockport-2840

Candy—Retail

Cher Ami Ice Cream Store
55 Washington Gloucester-485
Nichols Ocean Home Candies
Rust Is. Gloucester-5049

Candy—Whol

Brown H C Inc 447 Main Gloucester-2830

Cans

Eagle Can Co
356 Mystic Av. Somerville PR aspect 6-4058

Canvas Covers

Harris D F & Sons Inc 26 Wharf Gloucester-190

Canvas Products

FLYGARE'S SAIL LOFT

SAILS - TENTS
AWNINGS - HAMMOCKS
And All Kinds of
CANVAS WORK

rr 373 Main Gloucester-3160

Thomas Sail & Awning Co Inc
rr45 Wharf Gloucester-3220

**GLOUCESTER
CAMERA & PHOTO**

GLOUCESTER 5959

CAMERAS - FILMS
COLOR PROCESSING AND
DEVELOPING

Complete Rental Service
Both Still & Movie Cameras
All Types of Repairs to
CAMERAS & PROJECTORS

Call **CAPE ANN CAMERA & PHOTO Inc.**
ROCKPORT 3037
"T WHARF"



Carburetors

Poole's Carburetor Shop 37 School, Rockport-230

Carpenters

Crossett H Fred 24 Squam Rd, Rockport-200
Elwell Oscar 6 Forest, Gloucester-307
NALLY & ALVES
See Our Advertisement Under Contractors
27 Beach Rd, Gloucester-443

Carpets

Carl & Glover 397 Main Gloucester-390

Cash Registers

NATIONAL CASH REGISTERS—
NATIONAL CASH REGISTER CO
7 Market LY nn 2-630

Catering

Cameron's Restaurant 208 Main Gloucester-240
LUFKIN THE CATERER
342 Main Gloucester-150

NICHOLS & FRENCH

Specializing in
Buffet Lunches For Weddings
Clubs - Lodges - House Parties
Banquets

Over 10 Yrs. Experience

Office 43 Essex LY nn 2-9787
If No Answer LY nn 2-0846

RILEY BROTHERS 41 Boston LY nn 3-130
Warren The Caterer Beverly Airport Beverly-8050

Caulking

Golden & Crawley 29 Wharf Gloucester-120

Cemeteries

Oak Grove Cemetery 5 Grove Gloucester-50

Cesspools

MELLO SEWER CLNG SERV
CESSPOOLS & SEPTIC
TANKS PUMPED &
CLEANED
BUILT & REPAIRED
Lowest Prices
We Go Anywhere
43 Walnut Peabody JE fferson-2-1350
Res Salem-0904-7

Moses Anthony T 6 Willow Gloucester-150

Cesspools—Cleaning

Balzarini Mario E 43 Curtis Rockport-340

Chairs—Renting

HIGHLAND CHAIR SERVICE CO
425 School Lowell GL enviv 2-570

Chambers of Commerce

Chamber of Commerce 120 Main Gloucester-100
Rockport Board of Trade Dock Sq Rockport-100

Children's Apparel—Retail

Gloucester Children's Shop 138 Main Gloucester-100
Goldman's Inc 242 Main Gloucester-100
Olivia's Dress Shop 2 Dock Sq Rockport-100

See front pages for
complete dialing instructions

Chimney Builders

Morse John Riverview Gloucester-5130

Chinaware

MacLeod's Unusual Gift Shop
8a Main, Rockport-3337
Sleigh Bell Shop 183 Eastern Av. Essex-405

Chiropodists—Podiatrists

Powers Francis B 19 Dale Av. Gloucester-319
Smith Silvester R
Street Floor
Hours 9-5 Daily-House Calls
By Appointment
1 School Gloucester-2290
Vorgeas Miltiades 119 Main Gloucester-735
Res 33 Pickman Rd. Salem-5387-R

Churches

Christian Science Reading Room
16 Pleasant Gloucester-1865
First Baptist Church
Sunday Services 11 am
22 Pleasant Gloucester-4808
Our Lady Of Good Voyage Church
Sunday Masses
7-8:30-9:30-10:30 & 11:30
142 Prospect Gloucester-1490
Sacred Heart Rectory
Sunday Masses 8:30 & 9:45
8 Sawyer Av. Gloucester-4457
St John's Episcopal Church
48 Middle Gloucester-661-W
St Mary's Episcopal Church
24 Broadway Rockport-3421
St Peter's Rectory Brightside Av. Gloucester-874
Trinity Congregational Church
Sunday Service 10:45 AM Public Worship
Middle Gloucester-1442
Universalist Vestry Middle Gloucester-3410

Cinder Masonry Units

Mass Cement Block Co
909 Fellows Medford MY stic 6-5030
Rappoli G Inc 293 Harvard Medford MY stic 6-3995

Clambakes

WOODMAN L H

FRESH LOBSTERS &
CLAMS DAILY

"Clam Bakes a Specialty"

Main Essex-22

Clams

Farnham Jos N
Wholesale and Retail Clams
Dodge Ct Essex-82-2
Leaman Harold B Co 44 Summer Gloucester-6196
Mellow's Lobster Co 3 Water Gloucester-1600-W

Cleaners

Arnold's Laundry Inc 289 Main Gloucester-338
(See Advertisement Next Page)
Boston Dye & Cleansing House
261 Main Gloucester-570

**CAPE ANN LAUNDRY & DRY CLEANING CO
INC**

**SANITONE
DRY CLEANING**

Regular Service 4 Days
Same Day at No Extra Charge
WE OPERATE OUR OWN PLANT

21 East Main Gloucester-524
53 Main Rockport-524

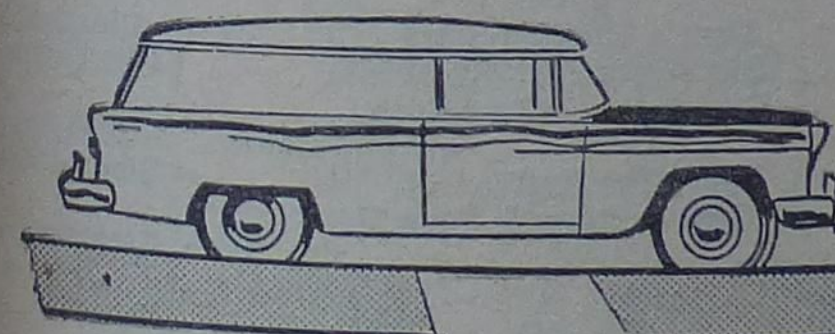
CONTINUED NEXT PAGE

E.A. GREEL INC.

Laundry & **DRY CLEANING**

**SAME DAY SERVICE
FREE PICK-UP & DELIVERY SERVICE**

**FAMILY BUNDLES
FAST SHIRT LAUNDRY
BACHELOR SERVICE
FINISHED WORK**



64 MAIN ST.

&

260 MAIN ST.

Call
**GLOUCESTER
2272**

SCOTTY'S DRY CLEANING 260 MAIN ST. Gloucester 2190

Stowell's

DRY CLEANERS

Chester C. Stowell, Prop.
13 MT. PLEASANT ST.

Serving:
**CAPE
ANN**
SAME - DAY
CLEANING
SERVICE



REPAIRING - PRESSING - DYEING
★ FREE MOTH PROOFING ★
WATERPROOFING

Free Pick-Up and Delivery

Gloucester 5767

51 Washington

Gloucester

Rockport 990

ARNOLD'S LAUNDRY INC.

CLEANERS & DYERS



DRY CLEANING

289 MAIN STREET

A COMPLETE WARDROBE
& HOUSEHOLD LAUNDRY
& CLEANING SERVICE

FREE PICK-UP
& DELIVERY

Phone GLOUCESTER 338

DeMarco's



Cleaners and Dyers
Tailoring Alterations

PROMPT COURTEOUS SERVICE
PICKUP & DELIVERY

PRESS WHILE YOU WAIT

GLOUCESTER 4464

103 Washington Street

Gloucester

Cleaners—Continued

Dave's Dry Cleaners 4 Martin Essex-22
DE MARCO'S CLEANERS
103 Washington Gloucester-4464
(See Advertisement This Page)
East Gloucester Dye House
154 East Main Gloucester-1282

G M I LAUNDRY CO
COMPLETE DRY CLEANING
& LAUNDRY SERVICE
- CASH & CARRY DISCOUNT GIVEN -
SERVING GLOUCESTER, ROCKPORT,
MAGNOLIA, MANCHESTER - ESSEX
Branch Office At 265 Main St.
12 Burnham Gloucester-1082

GREEL E A INC 64 Main Gloucester-22
(See Advertisement Preceding Page)
Helen's Cleaners Inc
38 Mt Pleasant Av Gloucester-30

IPSWICH FAMILY LAUNDRY INC
78 Central Ipswich-4
Lou's Cleaners 55 Prospect Gloucester-42
Modern Cleaners & Dyers
Pick Up And Delivery
232 Main Gloucester-10

Rockport Dye House 65 Main Rockport-22
Scotty's Dry Cleaners 260 Main Gloucester-22
Stowell's Dry Cleaners
13 Mt Pleasant Rockport-4
51 Washington Gloucester-57
(See Advertisement This Page)
STRAND DYE HOUSE 45 Main Gloucester-25

Clothing

Gloucester Factory Outlet
377 Main Gloucester-42
Town Shop 13 Main Rockport-22

Clothing—Boys'

Cape Ann Manufacturing Co
31 Commercial Gloucester-22
Employees rm 31 Commercial Gloucester-22
Gloucester Factory Outlet
377 Main Gloucester-42

Clothing—Leather

Universal Coat Co
105 Maplewood Av Gloucester-25

Clothing—Men's

Alper's Clothing Store 222 Main Gloucester-22
Bloomberg J D 82 Main Gloucester-22
Gloucester Factory Outlet
377 Main Gloucester-42
Henry The Hatter 93 Main Gloucester-22
Karem's Army & Navy Store
200 Main Gloucester-22

Clothing—Men's—Mfrs

Gloucester Pants Co 377 Main Gloucester-22
Harbor View Sportswear Co
405 Main Gloucester-22

Clothing—Men's—Whol

Jason Sportswear Mfg Co
211 E Main Gloucester-22

Dial switchboard service may be arranged so that your employees can communicate and place outgoing calls without the assistance of your operator, enabling her to furnish speedy efficient handling of your customer incoming calls.

Clothing—Waterproof

FROST D O CO
RUBBER & OIL
CLOTHING
SUITS - RAINCOATS
HATS
For
FISHERMEN, SPORTSMEN, WOMEN,
CHILDREN
33 Maplewood Av Gloucester-258

Clubs

See also Associations

Am Legion 32 Beach Rockport-3446
Annisquam Yacht Club
19 River Rd Gloucester-4507
Bass Rocks Beach Club
Nautilus Rd Gloucester-5970
Bass Rocks Golf Club Beach Rd Gloucester-1866
Community House 8 Angle Gloucester-4456
DES Club Inc 135 Prospect Gloucester-2508
Eastern Pt Yacht Club Inc
Eastern Pt Blvd Gloucester-3520
Elks' Home 42 Pleasant Gloucester-1092
Gloucester Fishermen's Institute
8 Duncan Gloucester-1507
Gloucester Fraternity Club
27 Webster Gloucester-772
Knights Of Columbus #215
46 Pleasant Gloucester-747
Lebanon-American Club Inc
Maplewood Av Gloucester-2010
Master Mariners Asso 119 Main Gloucester-2390
Moose Cape Ann Lodge No 1471
26 Pleasant Gloucester-105
Rockport Golf Club 60 South Rockport-3434
Rockport Lodge Inc 61 South Rockport-2090
Sandy Bay Yacht Club off Dock Sq Rockport-3433
Women's Club Shore Rd Magnolia-1511
Young Men's Christian Association
71 Middle Gloucester-470

Coal Dealers—Retail

Davis Coal & Oil Co Whittemore Gloucester-2940
(See Advertisement This Page)

FAMOUS READING ANTHRACITE

THE LOW ASH
HARD COAL NOW
TRADEMARKED
WITH
RED SPOTS FOR
YOUR PROTECTION



"WHERE TO BUY IT"

Harvey S R Co
1052 Washington Gloucester-1076-M
JOHN ALDEN-GRIFFIN CO INC
Whittemore Gloucester 282
Todd Geo H Corp Mt Plsnt Rockport-652

Gaybrook Garage Inc Western Av Essex-175-2
Gloucester Coal & Lumber Co
89 Duncan Gloucester

From telephones in Essex
ask "Operator" for Enterprise-5750
No charge on Enterprise calls
From all other telephones
ask "Operator" for Gloucester-3060
Regular charge on these calls

A portable extension telephone can be installed in your rumpus room, patio, workshop or wherever you frequently need the convenience of an extra telephone—and they cost so little, too!

Coal Dealers—Retail—Continued

HARVEY S R CO
FAMOUS READING
ANTHRACITE
FUEL & RANGE OIL
BOTTLED GAS
1052 Washington Gloucester-1076-M

TODD GEO H CORP
READING ANTHRACITE
NEW ENGLAND COKE
FUEL & RANGE OIL - WOOD
OIL BURNER SALES & SERVICE
Mt Pleasant Rockport-652
Res E M Littlefield 2 Norwood Av
Rockport-2009
Rockport-2239
Gloucester-3046

Coat & Apron Supply Service

MITCHELL'S COAT & TOWEL SUPPLY
Warwick Rd Gloucester-971

MORGAN LINEN SERVICE INC

RENT
COATS - APRONS
TOWELS

Complete Linen Service

9 Hubbard MA Iden 4-1120

Cocktail Lounges

Essex Lobster House Main Essex-351
Skyway Northern Av Essex-233
Tavern The 30 Western Av Gloucester-4200

Coke

John Alden-Griffin Co Inc
Whittemore Gloucester-282

Cold Storage

Empire Fish Co 99 Dunan Gloucester-4751
Gloucester Freezer Service Inc
rr405 Main Gloucester-4315
Gloucester Ice & Cold Storage Co
Parker Gloucester-3460
QUINCY MARKET COLD STORAGE & WAREHOUSE CO
Rowe Sq Gloucester-6100
Tri-Cove Freezer 52 Commercial Gloucester-4990

DAVIS COAL & OIL CO.

COAL - OIL
YORK OIL BURNERS
SALES & SERVICE

"THE BEST IN HARD COAL"
GLOUCESTER 2940

Yard At
B & M Freight
Yard

WHITTEMORE ST.

Compasses

WHITE WILFRID O & SONS INC
Formerly KELVIN-WHITE CO.
COMPASSES & SUR ECHO DEPTH
SOUNDERS
SALES & SERVICE
CERTIFIED COMPASS ADJUSTERS
178 Atlantic Av. Boston Richmond 2-3045
Res Capt C E Brown 11 Garden Rd
WE Hlesley 5-3657
Res Robt E White S Great Rd
Lincoln CL earwater 9-8433

Concrete Blocks

Danvers Concrete Block Co Inc
14 Williams Danvers-2145
(See Advertisement This Page)
Mass Cement Block Co
909 Fellsway Medford MY stic 6-5030
Rappoli G Inc 293 Harvard Medford MY stic 6-3995

Concrete—Ready Mixed

Wakefield Ready-Mixed Concrete Co Inc
1 New Salem Wakefield CRystal 9-2610

Contractors

Balzarini Attilio M 277 Granite... Rockport-2281
off Summer St Ct... Rockport-3302

BALZARINI LINO

DUMP TRUCKING
SAND - GRAVEL - LOAM
STONE - FILLING
Back Filling - Rough Grading
87 Riverdale Pk. Gloucester-2986

BERNARD R & SONS 66 Granite Rockport-2395
(See Advertisement on Page 24)
Bianchini & Son

1179 1/2 Washington Gloucester-3831
BILL'S TRUCKING Southern Av. Essex-477-2
(See Advertisement on Page 24)
Cameron & Hogan Marmion Way... Rockport-2367
Curtis Russell M 151 Western Av. Gloucester-74

Mobile telephone signalling service provides one-way service by which a regular telephone user can signal an operator of a mobile unit to comply with pre-arranged instructions.

CONCRETE BLOCKS

MFRS. OF STEAM CURED
CINDER & CONCRETE BLOCKS
CEMENT COLORED BRICKS
FLUE & MASONRY SUPPLIES
SAND - GRAVEL - TRUCKING OF ALL KINDS
CALL Danvers 2145

Danvers Concrete Block Co., Inc.
14 WILLIAMS ST., DANVERS

Contractors—Continued

DAY JOHN W

GENERAL
CONTRACTOR
&
BUILDER

444 Washington Gloucester-395-11

ELWELL OSCAR

GENERAL
CONTRACTOR
&
BUILDER

REMODELING & REPAIRS

6 Forest Gloucester-3872

Essex Sand & Gravel Co

Russell Peabody JE fferson 2-073
(See Advertisement on Page 24)

FAULK BROS INC

MASON CONTRACTORS
BRICK, PLASTER, STUCCO, STONE,
TILE WORK, WATERPROOFING
AND SEWER WORK

AIR COMPRESSORS, PUMPS, HOISTS
AND CEMENT MIXERS FOR HIRE

35 Whittemore Gloucester-1771

Fontaine Howard School Essex-54
Gabry Chester E 2 Overlook Av. Gloucester-425
Gronblad Albert A

80 Gloucester Av Gloucester-424
(See Advertisement on Page 24)

HAGSTROM CO INC

CONTRACTORS

HOT-TOP
DRIVEWAYS - WALKS - PARKING LOTS
SERVICE STATIONS
FREE ESTIMATES
BULLDOZER & SHOVEL WORK

rr241 Eastern Av. Gloucester-322
If no answer, 617

Hobbs Harold M Prospect St Ext. Rockport-2071

HUBBARD & PURDY

MASON CONTRACTORS
BLOCK - CONCRETE - TILE
BRICK WORK and STUCCO

PLASTERING

OFFICE - 45 DENNISON ST.

43 Dennison Gloucester-3359

JULIAN BROS 99 Essex Av. Gloucester-50
(See Advertisement Next Page)
Lane R F Co 22 Leonard. Gloucester-3720
(See Advertisement on Page 24)
CONTINUED ON PAGE 24

Dial switchboard service may be arranged so that your employees can intercommunicate and place outgoing calls without the assistance of your operator, enabling her to furnish speedy, efficient handling of your customers incoming calls.

GLOUCESTER

NALLY & ALVES

General Contractors

Robert. J. Nally

Joseph S. Alves

• INDUSTRIAL
• COMMERCIAL
• RESIDENTIAL

• REPAIRING
• REMODELING
• RENOVATING

MODERN
TILE
WORK

KITCHENS
FLOORS
LAID

New
HOMES
BUILT



ESTIMATES GIVEN

27 BEACH RD.

GLOUCESTER 4430

C. E. WETMORE
FOUNDATION WORK
A SPECIALTY



REMEMBER-HALF OF YOUR HOME IS..

FOUNDATION

SO CALL FOR AN EXPERT

285 WASHINGTON ST.
GLOUCESTER

CALL

3367

See front pages for
complete dialing instructions

Julian BROS.
GENERAL CONTRACTORS
& BUILDERS
99 ESSEX AVE.



BUCKET DOZER
EXCAVATING

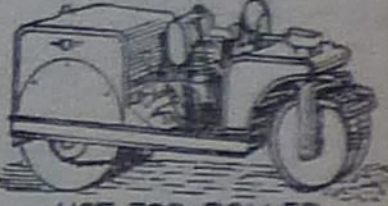


SHOVEL LOADER
GRADING

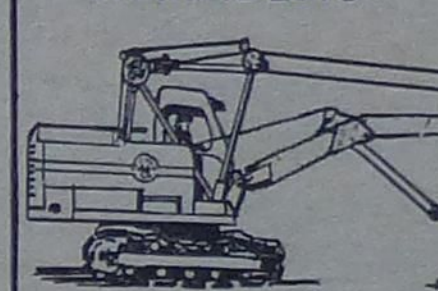
EQUIPMENT RENTALS



COMPRESSOR
PARKING LOTS



HOT-TOP ROLLER
DRIVEWAYS



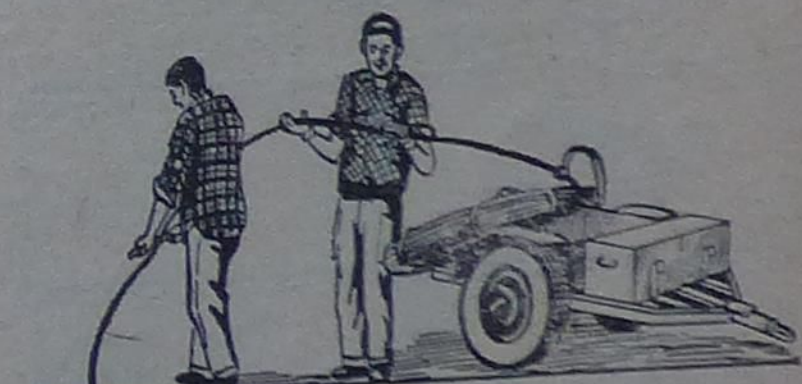
TRENCH HOE
TRENCH DIGGING



CRANE
CLAMSHELL

GLOUCESTER 38

CHARLES R. PRATT



SPECIALIZING
IN
SEWER INSTALLATIONS
& REPAIRING

MASON CONTRACTOR
Stone - Brick - Plaster - Stucco

47 BEACON ST., GLOUCESTER

Call **Gloucester 1487**

Stop Looking
R. BERNARD & SONS
CONTRACTORS

EXCAVATING - GRADING - TRENCH DIGGING
SAND - LOAM - GRAVEL
 BULLDOZERS SHOVELS

66 GRANITE ST. ROCKPORT **2395**

est. since 1944
BILL'S
Trucking
 call Bill - free estimates
DRIVEWAY CONSTRUCTION
 Hot-Top • Trucking • Sand Blasting Sand
 Back Hoe & Trench Work
 Sand • Gravel • Fill • Loam

Phone **ESSEX 477-2**
 SOUTHERN AVENUE

ASPHALT MIXING PLANT
 Mfrs. of Paving Materials to Meet All Specifications
 ASPHALT SPREADERS - ROLLERS
 EXPERIENCED LABOR

ESSEX SAND & GRAVEL CO.

Russell St. TEL. **2-0794**
 West Peabody, Mass. JE fferon
 ANDOVER SAND PLANT
 Andover & Woburn Sts., Andover, Mass.
 Andover 0018

Always Call for
R. F. LANE CO.
CONTRACTORS
 SAND - GRAVEL - LOAM
 TRUCKING
 Estate Maintenance
LANDSCAPING
 22 Leonard St. GLOUCESTER **3720**

Contractors—Continued

MC CARTHY CONTRACTING CO INC
 Morse John Riverview 40 Raymond Magnolia-Lt
 (See Advertisement This Page)

MULHOLLAND A B C INC
GENERAL CONTRACTORS
 Power Shovel - Trench Hoe
 Bulldozer Excavating
 Sand - Loam - Gravel
 Hot Top & Gravel Driveways
 79 East Ipswich-435-W

NALLY & ALVES 27 Beach Rd. Gloucester-400
 (See Advertisement Preceding Page)

PALELLI LOUIS H
GENERAL CONTRACTORS & BUILDERS
 EXCLUSIVE DISTRIBUTORS & APPLICATORS
 OF ALUMINUM "WALTILE"
 (Kitchens, Bathrooms, Offices, Etc.)
 6 Andrews Gloucester-5766

Pratt Chas R 47 Beacon Gloucester-140
 (See Advertisement Preceding Page)
 Rich Melvin E 44 School Gloucester-400
 Saunders Roland S 452 Washington Gloucester-440
 Vappi Chas Co Inc Washington Gloucester-500
 Wetmore C E 285 Washington Gloucester-500
 (See Advertisement Preceding Page)

CONTRACTOR GRONBLAD
ALBERT A. G
 EXCAVATING
 STONE WORK
 CEMENT WORK
 SEWER WORK
 WATER SYSTEMS
 BLASTING

CONCRETE WORK
 HOT TOP DRIVES
 SHOVEL WORK
 SAND - GRAVEL
 LOAM - STONE

Gloucester 4241
 80 Gloucester Ave. • Home Phone: 4301-J

JOHN MORSE
 Specializing In
CHIMNEYS - DRIVEWAYS
FOUNDATIONS
SEWER GRADING
 We Sell Sand, Loam, & Gravel
 Riverview
GLOUCESTER 5130

300-500 GAL CAP
CEMENT SEPTIC TANKS
 DELIVERED ANYWHERE

Contractors' Equipment

PARKER-DANNER CO
 SALES - RENTALS - SERVICE
 Clyde Hoist Rollers - Shield Bantam
 Shovels - Le Roi Compressors & Front
 End Loaders - Koehring Shovels & Mixers
 Gorman Rupp Pumps - Barco Hammers
 Master Vibrators - Screeds & Trowels
 Asphalt Plants - Sand & Gravel Plants
 25 Factory HY de Park-3-2700
 61 Beech Manchester-5-6533

Convents & Monasteries

Convent of the Sisters of Mercy
 70 Pleasant Gloucester-137

Conveyors

GRANITE FABRICATED CONVEYOR CO
 Fish & Fillet Handling Conveyors
 Custom Built
 Stainless or Galvanized
 Construction
 ESTIMATES OR LAYOUTS FREE OF CHARGE
 250 Centre Quincy GR anite-2-7691

Corsets

CURTIS & SPINDELL CO INC
CUSTOM MADE
 205 Oxford LY nn 5-3510

FAVORITE SPECIALTY SHOP
The Only Complete Corset Shop
On The North Shore
 Alison Dunn, Corsetiere
 FOUNDATION and MATERNITY
 GARMENTS
 SURGICAL BELTS - PERSONAL FITTING
 11 Washington Gloucester-692-W

Murphy Nell T 12 Pleasant Gloucester-2317

ROBERTA-JENNEY CORSET SHOP
 CAROLYN ROBERTS, Prop.
 MRS. DOROTHE SPURRIER, Ass't.
 CORSETS - LINGERIE - HEALTH
 GARMENTS
 SPECIAL FITTING SERVICE
 HEADQUARTERS FOR CAMP SURGICAL
 SUPPORTS
 187 Essex Salem-2927

SPENCER CORSET SHOP
 Individually Designed
SPENCER
 Foundation Brassieres Girdles
 Surgical and Orthopedic Supports
 Custom Corsetry Service
 Amy E. Borden, Helen L. Heagney, Props.
 Res Phone Marblehead NE ptune-8-3745
 101 Washington Salem-0514

Always within reach of your customers - the Yellow Pages.

See front pages for complete dialing instructions

Cotton Cloth Remnants

GENERAL STORE 20 Main Rockport-3409

Credit Reporting

North Shore Credit Bureau
 120 Main Gloucester-889

Curtains

CURTAIN SHOP
 Cape Ann's Most Complete Stock Of Curtains
 Bed Spreads, Custom Made Slip Covers
 & Draperies
 Window Shades & Venetian Blinds
 Stock Sizes Or Custom Made
 139 Main Gloucester-555
 Elliott's 195 Main Gloucester-5133

Cushions

GARDNER MATTRESS CORP
 For
BOATS and HOMES
 254 Canal St Ext Salem 1810

Dairy Products

Dairy Queen Rocky Neck Av Gloucester-5923
 Hodgkins Dairy 227 Main Rockport-528
 Hood H P & Sons 200 Bridge Salem
 From telephones in Gloucester
 Magnolia and Rockport
 ask "Operator" for Enterprise-5259
 No charge on Enterprise calls
 From all other telephones
 ask "Operator" for Salem-0720
 Regular charge on these calls
 Trumbull's Dairy 20 Leonard Gloucester-1533
WHITING MILK CO
 300 Lafayette Marblehead NE ptune 2-1900

Dancing Instruction

BALLROOM DANCING STUDIO OF LYNN
 Authentic - Modern - Fox Trot - Waltz
 Rumba - Mambo - Tango - Samba - Etc.
DIRECTION
HELEN - HARVEY GORDON
 Private Instruction By Appointment
 Adult Classes Mon. & Wed. Nights 8-11 PM
 Open All Year Round - Air Conditioned
 No Contracts Necessary
 61 Exchange LY nn 5-4677

PERRY GARDNER J SCHOOL OF DANCING
 Tap-Ballet-Acrobatic-Baton-Ballroom
 10 Chestnut Gloucester-2572

Decorations

CUTLER ELISE FLOWER SHOP
 82 Washington Gloucester-3147

Lamps and visual signals are available for your telephone service. Customers with more than one telephone line find them of great value in determining which line to answer.

Delicatessens

Gloucester Delicatessen 67 Main. Gloucester-4500
(See Advertisement This Page)
Santoro's Of Gloucester Inc.
151 Main. Gloucester-1362
(See Advertisement This Page)

Dental Laboratories

Gloucester Dental Laboratory
119 Main. Gloucester-3430
Modern Dental Laboratory
Williams Induction Casting
Vacutrol Investing
11 Pleasant Gloucester-3364

Dentists

Andrews Earle R 48 Pleasant Gloucester-1884
Baker J Wain 23 Main Rockport-3020
Broder B M 33 Pleasant Gloucester-2342
Callahan William J
9-11:30 AM; 1-5:30 PM Except Sundays
11 Pleasant Gloucester-102
Cohen Bernard S 126 Main Gloucester-2170
Courant Reginald 75 Middle Gloucester-293
Coy Willard A 83 Prospect Gloucester-497-W
Cunningham Ralph E 96 Middle Gloucester-231
Fialho Joseph 119 Main Gloucester-2787
Hooper N Abbott 48 Pleasant Gloucester-1884
Kohlhepp John V Dr Norman Av Magnolia-1394
Lazarus H 101 Main Gloucester-4184-W
McLean C Percy 128 Main Gloucester-1908
Powers Walter J 79 Middle Gloucester-396
Taylor George H 96 Middle Gloucester-438
Wolson Carroll W 128 Main Gloucester-4503

Dentists—Orthodontists

Alexander Lawrence G 70 Washington Salem-6366



GLOUCESTER DELICATESSEN
OPEN SUNDAY MORNINGS
SERVING AND SELLING
DELICIOUS FOOD
IMPORTED AND DOMESTIC
KOSHER PRODUCTS
GLOUCESTER 4500
67 MAIN ST.



Home of the Submarine
SANDWICHES OF ALL KINDS
SANTORO'S OF GLOUCESTER INC.
IMPORTED and DOMESTIC COOKED
MEATS • CHEESE and OTHER PRODUCTS
FROM OUR KITCHEN DAILY • ROAST BEEF
TURKEY • CHICKEN • STUFFED PEPPERS
POTATO SALAD • GARDEN SALAD
COLE SLAW
151 MAIN ST. GLOUCESTER 1362
BREAKFAST 8 to 11 A.M. LUNCHEON 11 to 3 P.M.
OPEN DAILY 8 to 6 P.M. FRI. to 9 P.M.

Department Stores

ALMY BIGELOW & WASHBURN INC
199 Main Gloucester-5810
BROWN WILLIAM G CO
186 Main Gloucester-204
From telephones in Essex
ask "Operator" for..... Enterprise-5204
No charge on Enterprise calls
From all other telephones
ask "Operator" for..... Gloucester-204
Regular charge on these calls
Burrows & Sanborn Inc 260 Union LY nn 5-1600
SEARS ROEBUCK AND CO
83 Main Gloucester-1300

Detective Agencies

VICTOR DETECTIVE SERVICES

BONDED & LICENSED

•Private Investigations
•Surveillances • Shopping
Service • Surveys • Radio
Patrol Cars. PERSONAL - COMMERCIAL
INDUSTRIAL - INSURANCE - LEGAL
Efficient Service Given Discreetly & Swiftly in
Strictest Confidence by 150 Competent Agents

"WHERE TO CALL"

Victor Serv Bureau
301 Essex. Lawrence MU rdock 7-7895

Diabetic Supplies

Nelson's Pharmacy 276 Main Gloucester-50

Diaper Supply Service

BABY'S LAUNDRY & DIAPER SERVICE INC

Year Around Delivery Service

20 Years Serving Gloucester & the
North Shore

Our Service Is Used
By Six North Shore Hospitals

Barnard Marblehead Salem-4162
Barnard Marblehead NE ptune 2-0522

Dine & Dance

Cedarwood Inc 22 Fuller Magnolia-157

Dishwashing Machines

HOTPOINT AUTOMATIC DISHWASHERS
DISPOSALLS (R)
DISHWASHERS
Hotpoint Automatic Dishwashers give Spot-Less
Washing, Spot-Less Rinsing and Spot-Less Dry-
ing. Deluxe Hotpoint Disposall Food Waste Dis-
posers have automatically reversing flywheel.
Double-edged shredders get twice the life...
half the wear. Easily installed.

"FOR INFORMATION CALL"

DISTRIBUTOR

General Elect Supply Co
145 N Beacon Brighton AL gonquin 4-5000

When people want emergency service
they look first in the handy Yellow
Pages.

Surveys show that buyers are attracted
to well-planned, attractively-illustrated
ads in the Yellow Pages.

See front pages for
complete dialing instructions

Doctors

See specific headings, such as
Physicians & Surgeons, M. D.,
Chiropodists-Podiatrists, Dentists,
Optometrists, Physicians &
Surgeons—Osteopathic (D. O.),
Veterinarians, etc.

Dog & Cat Foods

Dow John C Co 44 Prospect Gloucester-472
Old Mother Hubbard Dog Food Co Inc
40 Prospect Gloucester-944

Doors

GROSSMAN'S OF NO SHORE INC
2 Washington Ipswich-1060
(See Advertisement This Page)

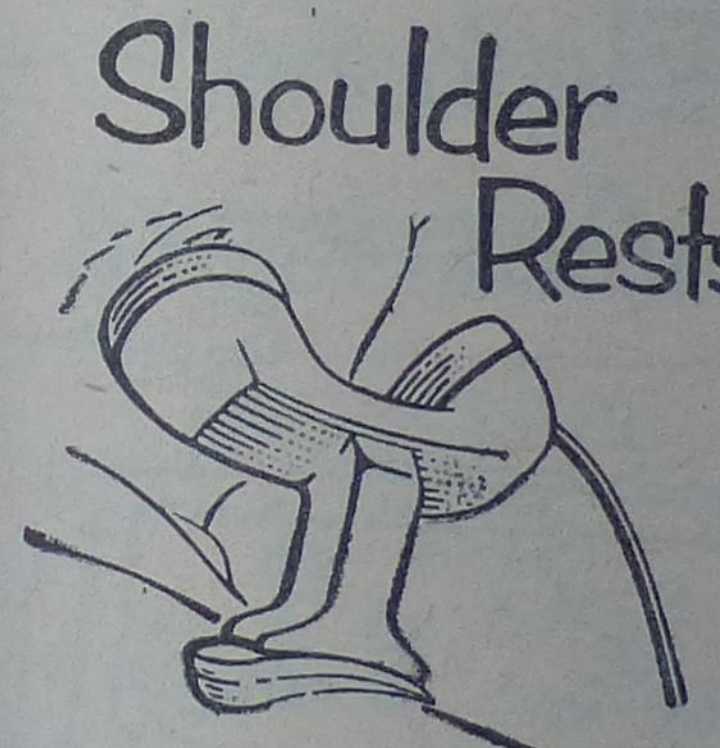
Doors—Electrically Operated

CRAWFORD DOOR SALES CO OF
ESSEX COUNTY 84 Menlo Av LY nn 5-1618

Doors—Folding

GROSSMAN'S OF NO SHORE INC
2 Washington Ipswich-1060
Modernfold Door Division McCabe & Dean Inc
27 Washington WE lesley 5-5500

Various types of manual and dial
switchboards are available to fit the
needs of any business - large or small.



Shoulder Rests

Leave both hands Free while
telephoning - Permit the tele-
phone to be held more com-
fortably between the ear and
shoulder

For details call your
Telephone Business Office

Doors—Overhead Type

CRAWFORD MARVEL-LIFT DOORS—
CRAWFORD DOOR SALES CO OF
ESSEX COUNTY
84 Menlo Av LY nn 5-1618

GROSSMAN'S OF NO SHORE INC
2 Washington Ipswich-1060
OVERHEAD DOORS SALES & SERV
26 Lindsey Marblehead NE ptune 8-2427

Doors—Storm

GROSSMAN'S OF NO SHORE INC
2 Washington Ipswich-1060
HIGH GRADE SHADE & SCREEN CO INC

ALL ALUMINUM
COMBINATION DOORS & WINDOWS
Reverse Telephone Charges Accepted
Near Corner of Broad & Market St.
On Route 1A

391 Broad LY nn 2-5027

Doughnuts

Tic Tac Donut Shops Inc
Sandwiches-Coffee-Ice Cream
118 Main Gloucester-1460

Draperies—Retail & Custom Made

Curtain Shop 139 Main Gloucester-555
HARRIS D F & SONS INC
26 Wharf Gloucester-190
Higgins Lincoln C Co 23 Dock Sq Rockport-3104
(See Advertisement This Page)
TUCK KRAFT DECORATORS SHOP
20 Main Rockport-2797



EST. 1896
CURTIS WOODWORK
COMPLETE HEADQUARTERS
CURTIS DOORS & WINDOWS
ALL TYPES FOLDING DOORS-OVERHEAD DOORS
2 Washington St. IPSWICH 1060
GROSSMAN'S OF NORTH SHORE INC.



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WALL PAPERS
FABRICS
SLIP
COVERS
DRAPERIES
23 DOCK SQUARE
ROCKPORT 3104

Dresses

Olivia's Dress Shop 2 Dock Sq. Rockport-769

Driveway Construction

GRONBLAD ALBERT A
80 Gloucester Av. Gloucester-4241
Hagstrom Co Inc rr 241 Eastern Av. Gloucester-322
Julian Bros 99 Essex Av. Gloucester-38
Morse John Riverview Gloucester-5130

Druggists

ALLEN BENJ L PHARMACY
36 Union. Manchester-217

Connors Pharmacy
Formerly Sullivan's Drug Store
Free Delivery Service
112 Main Gloucester-78
Douglass Pharmacy 24 Main Gloucester-3330
(See Advertisement This Page)

EAST GLOUCESTER PHARMACY INC
Prescriptions Filled & Delivered
173 East Main Gloucester-370

HUDDER & PARSONS INC
Free Delivery Service
50 Prospect Gloucester-149
Gloucester-594

Magnolia Pharmacy 3 Fuller Gloucester-1400
Muller's Pharmacy 388 Main Gloucester-1011
NELSON'S PHARMACY 276 Main Gloucester-58
POOLE'S DRUG STORE Main Rockport-569
Sterling Drug Store 178 Main Gloucester-230
Tuck's Pharmacy 15 Main Rockport-889

Druggists—Whol

Daly Jas W Inc 674 Washington. LY nn 5-6300

Dry Goods

Almy Bigelow & Washburn Inc
199 Main. Gloucester-5810

Thomas Dry Goods
Dress & Drapery Fabrics-Notions Etc
10 Pleasant Gloucester-4768

Dry Ice

Cardox Corp
139 Cummings. Roxbury Highlands 5-2236

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To find a firm
And find it quick—
The Yellow Pages
do the trick!

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24 MAIN ST.

PRESCRIPTIONS
Filled

Surgical & Sickroom Supplies
CAMERAS - FILMS - SUPPLIES
DELIVERY SERVICE

Rx GLOUCESTER **3330**

Duplicating Machines

DITTO DUPLICATING MACHINES AND SUPPLIES—
HASKELL ROBERT CO
38 Cabot Beverly-4491

Dyers

Strand Dye House 45 Main. Gloucester-2563

Electric Appliances—Household

Almy Bigelow & Washburn Inc
199 Main. Gloucester-5810

FRIGIDAIRE APPLIANCES

New Cyclo-matic Frigidaires with famous Meter-Miser. Also Frigidaire electric ranges, food freezers, water heaters, automatic washers, dryers, ironers, dehumidifiers, and room air conditioners.



"WHERE TO CALL"

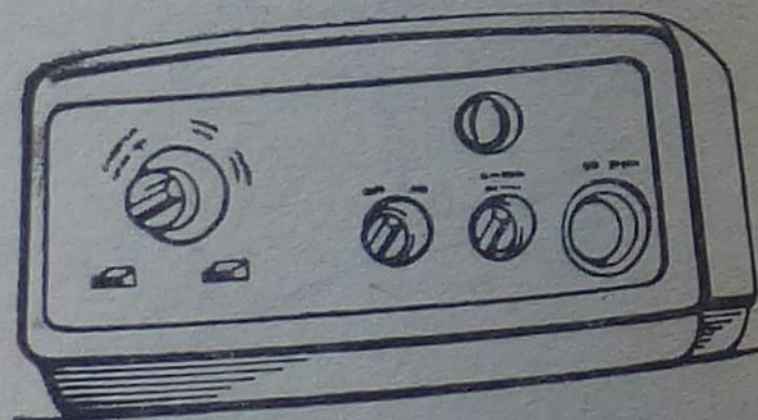
SALES & SERVICE DEALER

Sandler's Inc 136 Main. Gloucester-3756

MORTON A L CO INC
1 Railroad Av. Gloucester-4330

These Yellow Pages ads tell what you should know about each firm to help you choose one when you're ready to buy.

Telephone Answering Set



SMALL BUSINESS CONCERNS AND PROFESSIONAL PEOPLE CAN USE THIS SERVICE TO THEIR ADVANTAGE. MESSAGES FROM CALLING PARTIES ARE RECORDED, AND MAY BE PLAYED BACK WHEN THE USER RETURNS TO HIS OFFICE.

For details call your
**Telephone
Business Office**

Electric Contractors

Cooney T & Sons Inc 37 Rogers. . . Gloucester-2850

DELECO INC

COMPLETE
MARINE
ELECTRICAL
SERVICE
MASTER ELECTRICIANS

141 Border EA st Boston 7-2907
EA st Boston 7-6066

Howard John F Co 19 Main. Gloucester-1262
(See Advertisement This Page)

KING A J JR 11 South. Rockport-2509
MacDonald Frank L

15 Washington. Gloucester-1336
(See Advertisement This Page)
Parks Bros 351 Main. Gloucester-2794
(See Advertisement This Page)

POOLE JOSEPH B & SON

ELECTRICAL CONTRACTOR

REPAIRING - WIRING - MOTORS
INSTALLATIONS

MASTER ELECTRICIANS

10 Green Rockport-2072

Rice Chas E 13 Addison. Gloucester-128
(See Advertisement This Page)

Roche William F 2 Summer St Ct. . . Rockport-2877

Yellow Pages - your buy-word.

CHAS. E. RICE

Electrician

GLOUCESTER

128

13 ADDISON ST., GLOUCESTER

Portable Telephone



For details call your
Telephone Business Office

PARKS BROS.

ELECTRICAL CONTRACTORS

Russell W. Parks • Frank W. Parks

ELECTRICAL CONSTRUCTION OF ALL KINDS

Electric Motors
Installed & Repaired

Complete Line of
LIGHTING FIXTURES
General Repairs

GLOUCESTER 2794

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DOING BUSINESS AS:

**John F.
HOWARD Co.**

ELECTRICAL CONTRACTORS

ELECTRIC WIRING SERVICE & SUPPLIES
OF EVERY DESCRIPTION
POWER WIRING a Specialty
Appliance & Motor Repairing
General Elec. Oil Furnaces
Nites, Sun. Hol. Gloucester 920

Gloucester
1262
19 MAIN ST.

FRANK L. MAC DONALD
ELECTRICAL CONTRACTOR
Established 1905

RESIDENTIAL • INDUSTRIAL
Commercial Installations
APPLIANCE REPAIRING
POWER BURNER WIRING

Tel. Gloucester 1336

15 WASHINGTON ST.
GLOUCESTER

Electric Equipment

Delande's Elect & Plumbg Supply Co Inc
22 New Derby Salem-2608
(See Advertisement This Page)
GLOUCESTER SUPPLY CO
122 Main Gloucester-18
(See Advertisement This Page)
Poole Joseph B & Son 10 Green... Rockport-2072

Electric Equipment Service & Repairing

Davis Emery W 45 Wharf... Gloucester-2983

Electric Light & Power Companies

Essex County Elect Co 96 Main... Gloucester-1250
Nights Sat Sun Holidays... Gloucester-1253

Electric Motors

Cape Ann Electric Motor Service
326 Main Gloucester-5600
(See Advertisement This Page)
Cooney T & Sons Inc 37 Rogers... Gloucester-2850
(See Advertisement This Page)
Peabody Electric Motor Serv
98 Foster Peabody Jefferson 2-1409

Electric Motors—Repairing

Parks Bros 351 Main... Gloucester-2794

Electric Supplies


GLOUCESTER SUPPLY CO
122 Main Gloucester-18
PARKS BROS 351 Main... Gloucester-2794

Delande's
ELECTRIC & PLUMBING
SUPPLY CO.

complete line of Electrical Fixtures

Supplies • Appliances
Refrigerators
Plumbing • Heating
Supplies • Fixtures

2608
22 New Derby St., Salem



ELECTRICAL
Supplies

WHOLESALE & RETAIL
Newest Designs & Creations in
MODERN LIGHTING
Commercial Lighting Units
Specializing in FLUORESCENT LIGHTING

GLOUCESTER
SUPPLY CO.
Gloucester 18

122 MAIN ST.


Electric Supplies—Whol

DES ROBERTS ELEC SUPPLY CO
DISTRIBUTORS OF
GENERAL ELECTRIC
& Other Quality Materials
ELECTRICAL SUPPLIES - FIXTURES
MOTORS - CONTROLS - WIRING SUPPLIES
TOOLS - FANS
28 Mt Vernon... LY nn 5-0015

DYER-CLARK CO
266 Lowell Lawrence MU rdock 3-2458
ESSEX ELECTRICAL SUPPLY CO INC
500 Washington LY nn 3-3280

T. COONEY & SONS INC.
SINCE 1923**ELECTRIC MOTORS**
NEW and USED

BOUGHT, SOLD
RENTED
AND REBUILT

ELECTRIC MOTOR REPAIRING
MARINE ELECTRICAL SUPPLIES
MARINE & HOUSE WIRING

37 ROGERS STREET

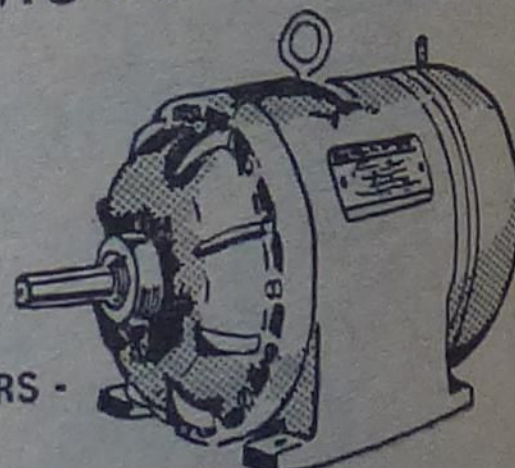
Gloucester

Tel. 2850

**CAPE ANN**
ELECTRIC MOTOR SERVICE

MARINE
ELECTRICAL
SERVICE

MOTOR AND
GENERATOR REPAIRS -
REWINDING



326 MAIN ST.
GLOUCESTER 5600

See front pages for
complete dialing instructions

Electricians

Cape Ann Elect Motor Serv
326 Main Gloucester-5600
Cooney T & Co 37 Rogers... Gloucester-2850
HOWARD JOHN F CO 19 Main Gloucester-1262
King A Jr 11 South... Rockport-2509
MacDonald Frank L
15 Washington Gloucester-1336
Parks Bros 351 Main... Gloucester-2794
Rice Chas E 13 Addison... Gloucester-128
ROCHE WILLIAM F
2 Summer St Ct Rockport-2877

Embalmers

Pike W S Funeral Home 61 Middle Gloucester-884

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EST. 1914
BY MME. GINA LANGONE
ORIGINATORS OF ART LINENS IN U. S.
EXCLUSIVE MONOGRAMS ON LINGERIE
& SWEATERS - SPECIALIZING IN
HANDWORK
MAIL ORDERS ACCEPTED
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Employment Agencies

Mass Commonwealth Of Employment Security
Div Of 3 Washington Gloucester-4772

MASS STATE EMPLOYMENT SERVICE
Operated by the Division of Employment
Security
A COMPLETE
EMPLOYMENT SERVICE
Professional - Technical - Office - Sales
Clerical - Industrial - Service - Domestic
"No Fee To Worker Or Employer"
3 Wash ... Gloucester-4772

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Michellini Arthur 1 Arbella... Manchester-714

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communication between mobile units
and any telephone reached by the Bell
System, or between two mobile units.

Colored
Sets

FOR DETAILS
CALL YOUR
TELEPHONE
BUSINESS
OFFICE

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Sutherland Allen J & Associates
105 Essex Av Gloucester-5594

Engines**BRIGGS & STRATTON**
GASOLINE ENGINES

FACTORY APPROVED
SALES-SERVICE
World's best-selling, sin-
gle cylinder, lightweight,
air-cooled engines. 4-
cycle for easy starting, extra reliability -
1 to 8.4 hp. For farm, home, industry.



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SERVICE DEALER

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444 Washington Gloucester-395-M

CLINTON ENGINES

Quick Starting
2 & 4 Cycle Engines
CLINTON
Engines, Chainsaws,
Outboards
Parts and Service
Get Free Engine Checkup



"FOR INFORMATION CALL"
SERVICE STATION

DAY'S OUTBOARD SERVICE
444 Washington Gloucester-395-M

Cooper-Bessemer Corp 21 Water... Gloucester-2490
Res L C McEwen
Rocky Pasture Rd - Gloucester-106

Engines—Diesel**COOPER-BESSEMER CORP**

MARINE
and
STATIONARY DIESEL
ENGINES

L. C. McEWEN, Dist. Mgr.

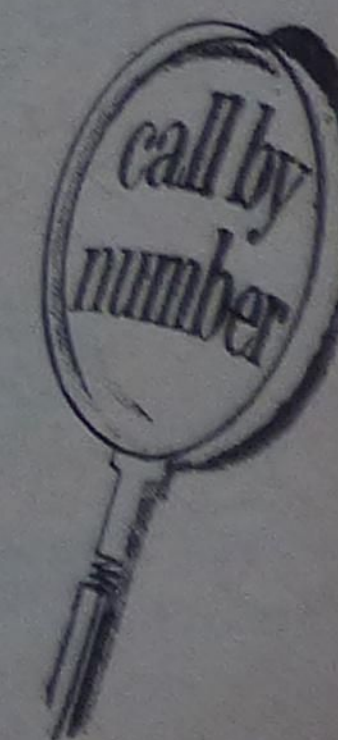
21 Water... Gloucester-2490
Res L C McEwen... Gloucester-106

Excavating Contractors

Bernard R & Sons 66 Granite... Rockport-2395
Gronblad Albert A
80 Gloucester Av... Gloucester-4241
Julian Bros 99 Essex Av... Gloucester-38

Your clue
to Faster
Long
Distance
Service

NEW ENGLAND
TELEPHONE &
TELEGRAPH
COMPANY



Expressing

Andy's Delivery Service
Delivery Throughout City Light Trucking
19 Pearl Gloucester-3601-W

BOSTON GLOUCESTER EXPRESS

Howard F. Bennett - Raymond L. Dodge

DAILY EXPRESS SERVICE
BOSTON to GLOUCESTER
and All Intermediate Points
Pick-up & Delivery Throughout the City
GENERAL MERCHANDISE
Boston Terminal Boston CA pitol 7-4790
35 Pearl Gloucester-1678

Cape Ann Transport Co Inc
2 Cleveland. Gloucester-1189

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EXPRESS INC.

ESTABLISHED 1886

DAILY SERVICE

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Straight Loads to all points in Mass.

BRAINTREE 276 QUINCY AVE. VI ctor 3-0430
BOSTON 58 BROAD ST. HA ncock 6-9870
GLOUCESTER 7 EXCHANGE ST. Gloucester 4142

HARRISON DISPATCH CO.

SERVING THE
ENTIRE
NORTH SHORE

**MACHINERY & SAFE MOVING**

LOW BED TRAILER SERVICE
CARLOAD DISTRIBUTION • TRUCKING • RIGGERS
Direct Connections with All Freight
Forwarder & Motor Truck Lines

Call Gloucester 4244

UNION TRANSPORTATION CO.

INC.

Daily Express
Service

GLOUCESTER
AND
ROCKPORT

To & From Boston
and Points Between



CONNECTIONS MADE TO ALL POINTS
TRUCKING THROUGHOUT THE STATE

106 EASTERN AVE. Gloucester
Call
GLOUCESTER **2820**
BOSTON OFFICE — HA ncock 6-4026

Expressing—Continued

Fogg's Exp Inc
276 Quincy Av Braintree VI ctor 3-0430
7 Exchange Gloucester-4142
(See Advertisement This Page)
Harrison Dispatch Co Gloucester-4244
(See Advertisement This Page)
Railway Express Agency Inc
Railroad av. Gloucester-437
Union Transportation Co Inc
106 Eastern Av. Gloucester-2820
(See Advertisement This Page)

Exterminators & Fumigators

ACE EXTERMINATING CO

EXTERMINATORS &
FUMIGATORS

NO SIGNS ON OUR CARS
MEMBER OF NAT'L & NEW ENGLAND
PEST CONTROL ASSOCIATIONS
FRANK HINES, Prop.

202 Loring Av. Salem-5337

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Shawsheen Equip Co
Ford Tractor & Dearborn Sales & Service
42 Balmoral Andover-2166

Fences

SECURITY FENCE CO

No Job Too Small - No Job Too Large

CHAIN LINK - CEDAR SCREEN
POST and RAIL FENCES

ALL Types - For Every Purpose

Fences Erected Anywhere in New Eng.
PHONE or WRITE FOR ESTIMATES

440 Somerville Av
Somerville SO merset 6-3900

Filling Stations

See Gasoline Service Stations

Financing

Beneficial Finance Co 222 Cabot..... Beverly-250
64 Washington Salem-5460
Public Loan Co 144 1/2 Main..... Gloucester-4005

Fire Escapes

Carpenter E K Co Inc 28 Harbor..... LYnn 2-8360
McGlew Thomas G Welding Co
See Ad Under Iron-Ornamental
Ferry Whf .. Newburyport Homestead 5-9543

Fire Extinguishers

BOSTON FIRE EXTINGUISHER CO
JOHN J. O'NEILL Prop.

Agents for
PYRENE AND C-O-TWO
COMPLETE FIRE PROTECTION SERVICE
FIRE EXTINGUISHERS OF ALL TYPES
C-O-2 RECHARGE SERVICE
REPAIRS, EMERGENCY EXIT LIGHTS,
ROPE FIRE ESCAPES
172 Commercial..... LY nn 2-1670

**CAPE ANN FIRE APPLIANCE &
RECHARGING SERV**
Chas O Anderson Prop
19 Pearl Gloucester-3601-W
North Shore Fire Appliance Co
Main Wenham. Hamilton-526

Get the Yellow Pages habit.

Fish Meal—Mfrs

Dehydrating Process Co of Gloucester
Fish Pier Gloucester-4008
GLOUCESTER BY-PRODUCTS INC
Fish Pier Gloucester-4332

Fish—Retail

Alexander John F 227 East Main.. Gloucester-3848
Davis Frank E Fish Co 91 Rogers Gloucester-915
Donovan's Eddie Lobster Pool
Bearskin Neck Rockport-2800
ENOS' FISH MKT 272 Main Gloucester-4385
Jacobs' Lobster Pool 74 Parker Gloucester-1720
Orlando Fish Mkt 42 Commercial Gloucester-4888
Producers Fish Co Commercial .. Gloucester-1065
White Star Fish Market
139 Prospect Gloucester-2883

Fish Sticks

**BIRDS EYE DIVISION GENERAL FOODS
CORP** 51 Commercial Gloucester-3180

Fish—Whol

American Fillets Corp 2 Fish Pier Gloucester-1080
B & B Fish Co 17 Parker Gloucester-830
BLUEWATER FISH CO
95 E Main Gloucester-1454
Cape Ann Fisheries Inc Fort Sq. Gloucester-2100
Cape Ann Seafoods Co
4 Railway Av Gloucester-2068
Codinha's Fish Co 2 Fish Pier... Gloucester-1080
Dalco Fisheries Inc 95 E Main Gloucester-5900
EMPIRE FISH CO rr99 Duncan Gloucester-840
Fabet Corp 35 Wharf Gloucester-311
Gloucester-5500
Fish Sticks Corp Commercial .. Gloucester-2021
Gloucester Seafoods Corp
6 Fish Pier Gloucester-3900
Gorton Pew Fisheries Co Ltd
327 Main Gloucester-3000
Gorton Slade Co Adams Hill Rd. Gloucester-3844
Harbor Cove Fisheries Inc
54 Commercial Gloucester-4096
Harbor Side Fisheries
rr159 E Main Gloucester-1430
Hygeia Brand Fillet Co Railway Av Gloucester-507
Imperial Seafoods rr417 Main Gloucester-1950
Gloucester-1265
J D Fish Co rr95 E Main Gloucester-5226
L & M Fillet Co 137 E Main Gloucester-5835
No Atlantic Fish Co Inc 88 Coml Gloucester-4121
North Atlantic Galley Inc
82 Commercial Gloucester-4883
NORTH EASTERN FISHERIES CORP
Rowe Sq Gloucester-5424
O'Donnell-Usen Fisheries
Commercial Gloucester-2021
ORLANDO FISH MKT
42 Commercial Gloucester-4888
Producers Fish Co
Fresh Fish of All Kinds in Season
Commercial .. Gloucester-1065
Progressive Fish Wharf Inc
Commercial Gloucester-2000
Quick Freeze Corporation
Commercial - Gloucester-2021
Starlight Fish Co 4 Railway Av Gloucester-465
Tarr Fish Co 159 East Main Gloucester-333
Wright John B Fish Co Inc Gloucester-4205
Gloucester-4165
Breakwater Av. Rockport-3420

Fishing Parties

Otto's
Captain Otto's Deep Sea Fishing
5 1/2 Prospect Rockport-752

Surveys show that buyers are influenced by special services mentioned in these Yellow Pages advertisements.

Eventually you may find it by shopping hit-or-miss; but why waste time? First look here in the Yellow Pages!

See front pages for
complete dialing instructions

Fishing Supplies

Gloucester Groc & Boat Sup Inc
17 Rogers Gloucester-4376
PRODUCERS FISH CO

ROPE - TWINE
FISH NETS
FISHING SUPPLIES
FILTERED FUEL OIL
LUBRICATING OIL
Commercial Gloucester-1065

UNITED FISHERIES CO

ROPE - WIRE
FISHING NETS
FISHING SUPPLIES
KINNEY CLUTCHES
MEATS - GROCERIES
405 Main Gloucester-910

WESTERBEKE FISHING GEAR CO INC

Distributors of
GRIMSBY NETS
FLOATS - FITTINGS
WIRE & MANILA ROPE
MARINE HARDWARE
52 Duncan Gloucester-3542

Fishing Tackle—Retail

Cunningham's Marine Supplies & Hardware
211 East Main Gloucester-4300
Gleason's Bait & Tackle
198 Washington Gloucester-3082

Five, Ten & Twenty-Five Cent Stores

Kresge S S Co 128 Main Gloucester-2364
Woolworth F W Co 180 Main Gloucester-1200

Floor Contractors

NALLY & ALVES 27 Beach Rd. Gloucester-4430

Floor Covering

Carl & Glover 397 Main Gloucester 3940
Elliott's 195 Main Gloucester-5133

ROBBINS LIFETIME FLOOR PRODUCTS

ROBBINS ALL PURPOSE
TILE THAT REQUIRES NO
ADHESIVE. Lifetime Vinyl,
Rubber Tile and Terra Tile
in all colors, designs and
styles. Insist on Robbins for
beautiful floors.



"FOR INFORMATION CALL"

DISTRIBUTOR

Manevitch Louis Inc
283 Friend Boston CA pitol 7-1193

Floor Machines Renting

CAPE ANN GLASS CO 216 Main Gloucester-4732

Creative advertising makes people want to buy - Yellow Pages tell them where to buy.

Flooring—Asphalt Tile

KENTILE

Modern floors; beautiful colors, unlimited design, **GUARANTEED**, inexpensive, rugged, easy to maintain — for home, store, office, industry. Other products: KENCORK, KENFLEX, KENRUBBER, KENFLOR.

"WHERE TO BUY IT"

Carl & Glover 397 Main.....Gloucester-3940

Florists

Benny The Florist 18 Eastern Av. Gloucester-2456
Chebacco Nurseries Eastern Av. Essex-140-3
Corliss Bros Inc 9 Procter.....Gloucester-581

CURTIS S SONS 272 Washington Gloucester-301-W

CUTLER ELISE FLOWER SHOP 32 Washington Gloucester-3147
(See Advertisement This Page)

Magnolia Nurseries 654 Western Av. Magnolia-1330

Merchant P A 90 Bass Av. Gloucester-3530

Middleton Greenhouses

Cut Flowers & Potted Plants Wholesale

River Rd Middleton Danvers-470

ROLAND'S FOR FLOWERS 14 Dock Sq Rockport-3101

Silva Bros 5 Granite.....Rockport-526

Smith Perrin F 510 Essex Av. Gloucester-4062

TUFTS ELLEN 15 High.....Rockport-957

Forgings

Cape Ann Anchor & Forge Co Whittemore. Gloucester-5151

Cape Ann Tool Co Pigeon Cove...Rockport-3451

Foundation Contractors

Wetmore C E
See Our Advertisement At Contractors
285 Washington.....Gloucester-3367

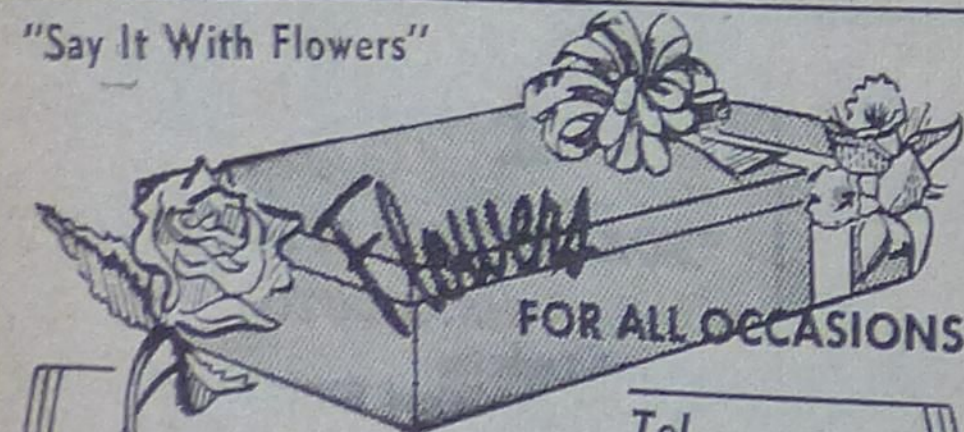
Foundries

Reed George A & Son 19 Myrtle Sq Gloucester-3700

Use these Yellow Pages like a dictionary. Products and services are listed alphabetically.

One good turn is to the Yellow Pages; another is to tell the man you found him there.

"Say It With Flowers"



Tel.

GLoucester 3147

Cut Flowers - Corsages & Decorations
Complete Wedding Service
Funeral Designs

E. lise Cutler FLOWER SHOP
32 WASHINGTON ST.

Freezers—Food Storage Units

COLDSPOT HOME FREEZERS SALES & SERVICE—
SEARS ROEBUCK AND CO
83 Main.....Gloucester-1300

Morton A L Co Inc
1 Railroad Av.—Gloucester-4350

Frozen Foods

Cressey Dockham & Co Inc
Birds Eye Frozen Foods
104 Jackson.....Salem-1000

METROPOLITAN ICE CO

SCHEDULED WEEKLY
REFRIGERATED DELIVERY SERVICE
FOR HOME FREEZER OWNERS
Complete Variety - Including Ice Cream
ZERO STORAGE SPACE
For Price List and Full Information
Phone Frosted Foods Division
FREEZERS and FREEZER SUPPLIES
74 Acton.....WA tertown 4-3200

Fruit—Retail

Cape Ann Fruit Co 27 Washington. Gloucester-1070

Cape Ann Open Air Mkt
Delivery Service
56 Main.....Gloucester-4135

North Shore Fruit Store 218 Main Gloucester-1850

Fruit—Whol

BANANA SERVICE CO

DISTRIBUTORS
OF
GOLDEN GOODNESS
BANANAS

51 Blanchard...Lawrence MU rdock-3-4011

BICKFORD E H INC

20 Maplewood Av. Gloucester-416
KOPANON MICHAEL 16 Mansfield. Gloucester-511
Leventis Theodore 17 Mansfield.....Gloucester-254

Fuel Oil

See Oils—Fuel

Fund Raising Organizations

Addison Gilbert Hospital Bldg Fund
43 Duncan Gloucester-6001

Funeral Directors

Burgess Elmer F Inc 177 Main.....Rockport-771
BURGESS FUNERAL HOME
38 Pleasant. Gloucester-2846

(See Advertisement Next Page)
CLEVELAND FUNERAL HOME Martin. Essex-211

(See Advertisement Next Page)
Greely James C 71 Pleasant.....Gloucester-880

(See Advertisement on Page 36)
CONTINUED ON PAGE 36

Mobile telephone signalling service provides one-way service by which a regular telephone user can signal an operator of a mobile unit to comply with pre-arranged instructions.

Buyers have money-in-hand when they use Yellow Pages.

See front pages for complete dialing instructions

BURGESS FUNERAL HOME

FUNERAL HOME

Est. 1894



38 PLEASANT ST.
GLOUCESTER

2846

FUNERAL HOME



177 MAIN ST.
ROCKPORT

773

GEORGE N. MACKEY
FUNERAL DIRECTOR

Dependable Service

Anywhere

— At All Times —

Cleveland FUNERAL HOME

Established
1929



Mrs. Harry G. Cleveland
Manager

Thoughtful Care & Dignity Characterize Our Service

MARTIN ST.

Tel. Essex
210

ESSEX, MASS.

Funeral Directors—Continued

HYMANSON FUNERAL HOME
Unexcelled Jewish Funeral Service LY nn 8-0200
117 N Common
PIKE W S FUNERAL HOME
61 Middle Gloucester-884

Fur Business

BROWN WM G CO 186 Main Gloucester-204
(See Advertisement This Page)
Dexter's Furriers Inc
231 Washington Salem
From telephones in Gloucester Enterprise-5826
ask "Operator" for
No charge on Enterprise calls
From all other telephones Salem-3852
ask "Operator" for
Regular charge on these calls
(See Advertisement This Page)

Fur Business—Continued

ROOKS FURRIERS
COLD FUR STORAGE
Our Own Vaults on the Premises
Furs - Fur Coats
Fur Trimmed Cloth Coats
Repairing - Renovating
Restyling
MANUFACTURING FURRIERS
179 Essex Salem-0622

Just as road maps give you complete travel information, so the Yellow Pages give you complete buying information.

JAMES C. GREELY

FUNERAL HOME

★

We are at Your Service

CALLS PROMPTLY ATTENDED TO
ANYWHERE - ANY TIME
DAY & NIGHT SERVICE

★

71 PLEASANT ST., GLOUCESTER



CALL

Gloucester 698

BROWN'S FUR SALON

"Everything to do with Furs"

FURS RESTYLED • CLEANED • REPAIRED

FUR STORAGE

Prompt Pick-up & Delivery Service
GLOUCESTER 204
William G. Brown Co.
186 MAIN ST. (FUR SALON) GLOUCESTER

LARGEST SELECTION
OF FINE FURS
in STOCK
All Coats Stored in our own
Vaults in Salem



231 Washington Street

Dexter's
FURRIERS INC.
Furriers for over 48 Years

FURS
COLD FUR STORAGE
REPAIRING & RESTYLING
IMMEDIATE PICK-UP & DELIVERY
FROM TELEPHONES
in GLOUCESTER ask "OPERATOR" for
ENTERPRISE 5826
From All Other
TELEPHONES ask "OPERATOR"
for
SALEM 3852 COLLECT SALEM

Fur Remodeling & Repairing

BROWN WM G CO 186 Main Gloucester-204

Fur Storage

DEXTER'S FURRIERS INC
231 Washington Salem
From telephones in Gloucester
ask "Operator" for Enterprise 5826
No charge on Enterprise calls
From all other telephones Salem-3852
ask "Operator" for
Regular charge on these calls

Furnaces

Howard John F Co 19 Main Gloucester-1262
KALAMAZOO SALES & SERV CO
Furnaces Repaired & Cleaned
Heating & Ventilating
315 Essex Salem-6560
LENNOX AIRE-FLO HEATING SYSTEMS

More families buy
LENNOX than any
other make! There
is a LENNOX AIRE-FLO Heating System to fit
your needs — large or small — for gas, oil or
coal. LENNOX dealers are trained experts —
always at your service for prompt installation,
cleaning and repairing.

LENNOX

"WHERE TO BUY IT"

DEALER

PETERSON LAWRENCE N
Successor To L E Smith Plumbing &
Heating
12 Water Gloucester 560

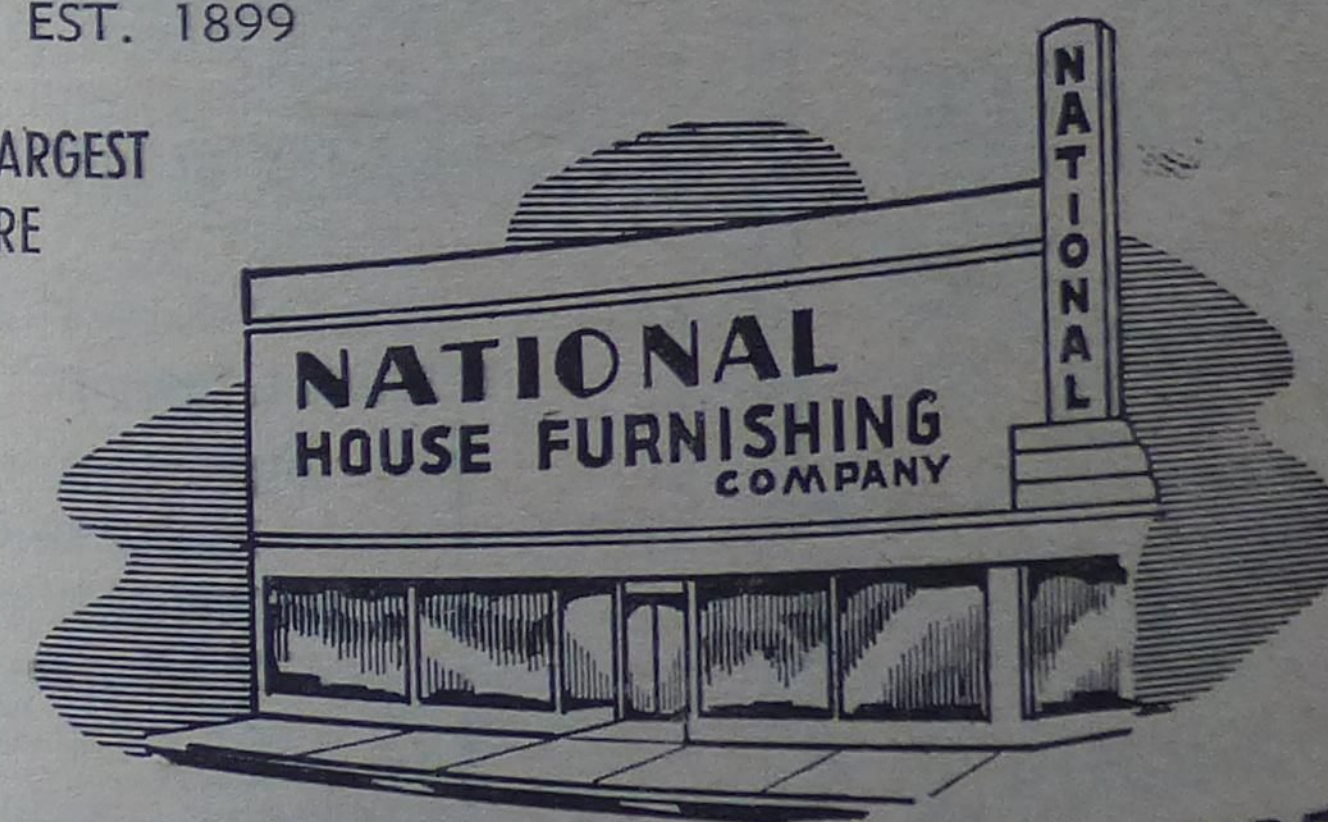
Yellow Pages - your signpost to simplified shopping.

NATIONAL

EST. 1899

THE OLDEST & LARGEST
FURNITURE STORE
IN GLOUCESTER

Frigidaire
Philco
Maytag
Washers



WE FEATURE
NATIONALLY
ADVERTISED
MERCHANDISE

Philco
Zenith
Emerson
Television

FINE FURNITURE FOR THE ENTIRE HOME

FAMOUS MAKE FLOOR COVERING

KROEHLER & INTERNATIONAL
LIVING ROOM FURNITURE

196 MAIN ST.
IN BEVERLY 0524

Gloucester 1904

See front pages for
complete dialing instructions

Furnaces—Continued

Modern Heating & Ventilating Co
20 Rogers Gloucester-5454
WATERBURY FURNACES

Furnaces and
Air Conditioners
For Homes and
Commercial Buildings.
Models For
GAS—OIL—COAL



"FOR INFORMATION CALL"

DEALER

ANDREWS L E & CO
42 Rogers Gloucester-645

Furniture

Allen Fred G Furn House Inc 69 Dodge Beverly-3444
(See Advertisement Next Page)
DREXEL FURNITURE—
SCOTTI FURNITURE CO
280 Cabot Beverly-3300

MET FINE FURNITURE INC

FURNITURE
COMPLETE HOME
EQUIPMENT
CASH or TERMS

207 Main Gloucester-3050
NATIONAL HOUSE FURNISHING CO
196 Main Gloucester-1904
(See Advertisement This Page)
CONTINUED NEXT PAGE

Furniture—Continued

NORTH SHORE FURNITURE CO.

Floor Coverings, Bedding,
Upholstering
Electric Refrigerators
Washers - Ranges
Radios & Television

161 Main Gloucester-94

Use these Yellow Pages like a dictionary. Products and services are listed alphabetically.

"THE HOME OF QUALITY FURNITURE"
FRED G. ALLEN FURNITURE HOUSE INC.
COMPLETE HOME FURNISHERS



Quality is Our First
Consideration

Tel. BEVERLY
3444 or 1866

Lawn - Garden
Terrace & Beach Furniture

Our Unique Business, Located a Short
Distance from Beverly Shopping
Center, Enables Us To Operate at a Minimum,
Thereby Passing On Substantial Purchase Savings
To You.

69 DODGE ST.
BEVERLY, MASS.

ROUTE 1A, JCT. 128
EXIT 10

ESTABLISHED 1895

TITUS OF SALEM
Fine Furniture & Rugs

65 JEFFERSON AVE.

SALEM 2349 or 6467

Interior Decorating Dept.

SALEM 5125



Call GLOUCESTER
880

LINOLEUMS - CARPETS
MATTRESSES - VENETIAN BLINDS
67 MIDDLE ST.

Furniture—Continued

TITUS HAROLD R.

CABINETMAKER
FURNITURE MADE TO
ORDER

TRADITIONAL OR MODERN
REPRODUCTIONS OF ANTIQUE
FURNITURE
REPAIRING AND REFINISHING

rr173 Main Gloucester-3263

Titus Of Salem 65 Jefferson Av. Salem-2349
(See Advertisement This Page)
Tompkins C F Co 67 Middle Gloucester-880
(See Advertisement This Page)

Furniture—Juvenile

Joseph's Gift Shop

65 Maplewood Av. - Gloucester-614

Furniture—Mfrs

DODGE C FURNITURE MFG CO.

CUSTOM BUILT FURNITURE
UPHOLSTERING
REPAIRING
REFINISHING

off North Manchester-292-W

Furniture Repairing & Refinishing

Herdman Charleton J

439 Western Av. Gloucester-257

Furniture—Used

Burke's Bazaar 13 Water Gloucester-453
Hiltz Robert C 285 Main Gloucester-2520
Noyes The Mover 121 Rogers... Gloucester-2788

Garages

A A A ROAD SERVICE—
TALLY'S SERVICE STA
7 Main Gloucester-771

A A A TOWING SERVICE—
TERMINAL GARAGE
10 Martin Essex-4484

Burnham Mason A Story Essex-41

BURNHAM & THOMAS

TRUCK SPECIALISTS
ESSO PRODUCTS
GENERAL REPAIRING
ATLAS ACCESSORIES

417 Main Gloucester-673

Carr G Elliott 34 Railroad Av. Gloucester-2300
(See Advertisement Next Page)
Central Garage 6 Jewett Rockport-3471
Chebacco Motors Western Av. Essex-401

Enjoy that extra privacy you get with
an extension telephone - it costs so
little. Order one today.

Surveys show that buyers are influ-
enced by special services mentioned in
these Yellow Pages advertisements.

Garages—Continued

DE LOTTO'S SERVICE STATION

REPAIRING
OVERHAULING
TOWING

Night Service Call 970

35 Washington Gloucester-12

Dock Square Garage 21 Dock Sq. - Rockport-2212
Essex Automotive Serv

6 Cleveland Pl Gloucester-309

(See Advertisement This Page)

Fernwood Garage 211 Essex av. Gloucester-3540

Foster Ben 14 Rogers Gloucester-2683

Gaybrook Garage Inc Western Av. Essex-175-2

GRANITE GARAGE 66 Granite. Rockport-3500

(See Advertisement This Page)

Joe's Auto Repair Co 10 Rogers Gloucester-3909

LANE'S GARAGE 22 Leonard. Gloucester-3720

MONDELLO ANTHONY

rr18 Harmony Sq Gloucester-2579

Noseworthy's Serv Sta Inc

387 Main Gloucester-4499

(See Advertisement This Page)

PARKS SERVICE STATION INC

TED LINSKY - Prop.

GENERAL AUTO REPAIRING

— Battery & Road Service —

Tires - Batteries - Accessories

159 Maplewood Av. Gloucester-5120

CONTINUED NEXT PAGE

ESSEX
AUTOMOTIVE SERVICE
GENERAL AUTOMOBILE REPAIRING



TRUCKS

INDUSTRIAL
ENGINES



JOHN R. SCOTT, PROP.
6-8 CLEVELAND PLACE
CALL

GLOUCESTER 309

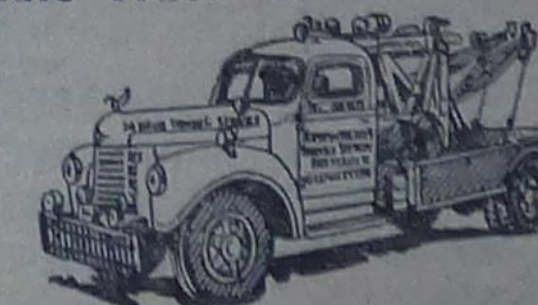
NOSEWORTHY'S
SERVICE STATION

SUNOCO GAS & OILS

Auto Truck Marine Service

GLOUCESTER
4499

NIGHTS
3899 - 5740



24 Hour Wrecker Service
387 MAIN ST., GLOUCESTER

STEVENS
MOTOR SALES INC.

95 BASS AVE., GLOUCESTER

GENERAL REPAIRING
ON ALL MAKES



BODY &
FENDER
WORK

SALES
SERVICE

GEORGE STEVENS, PRES.

Phone
GLOUCESTER
850

G. ELLIOTT CARR

GENERAL REPAIRING
ON ALL MAKES OF CARS

BODY & FENDER
WORK

TEL.
GLOUCESTER

2300

34 Railroad Ave.

Bear Wheel Aligning for Cars & Trucks

GRANITE GARAGE

"ROSIE" GENTILE & ROGER PERKINS - Prop.

General Repairing on All Makes
& Models of Cars
Hydramatic & Automatic
Transmission Work

Tires - Batteries - Accessories

Call ROCKPORT 3500
66 GRANITE ST., ROCKPORT



BOTTLED GAS FOR HOMES BEYOND GAS MAINS

Bulk Delivery Service for Heating
& Industrial Application

WHOLESALE & RETAIL
MONTHLY BILLING SERVICE

GAS APPLIANCES

Serving ENTIRE ESSEX COUNTY VICINITY
NIGHTS - SUNDAYS & HOLIDAYS

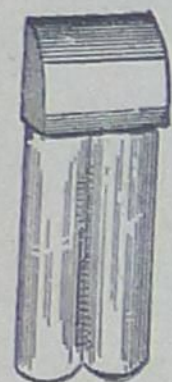
ROCKPORT 3466
DANVERS 2435

If No Answer DANVERS 3573

Distributed by

DANVERS HARDWARE CO.

63 MAPLE ST.



CALL
COLLECT

ROCKPORT 3466
DANVERS 1930

Pyrofax GAS

TRADE MARK

IS REAL GAS

All Types of
GAS APPLIANCES
for
DOMESTIC
and
COMMERCIAL
USES

Distributed By

NATURAL GAS SERVICE INC.

Call

TOPSFIELD TU cker 7-2353

If no answer

Call HAMILTON 225-W MAIN ST.
OR ROCKPORT 628 TOPSFIELD

Garages—Continued

Reilly Motor Co Inc

130 Washington Gloucester-472

SPARKYS GARAGE

SPECIALIZING IN
MOTOR TUNE UP
CARBURETION
STARTER & GENERATOR
SERVICE

689 Western Av. Magnolia-1270

Stevens Motor Sales Inc 95 Bass Av Gloucester-251
(See Advertisement Preceding Page)

Tally's Auto Sales Inc 2 Washington Gloucester-548

THURSTON GEORGE W INC

DODGE - PLYMOUTH
DRIVE-YOURSELF CARS

GENERAL AUTOMOBILE REPAIRING

ALA SERVICE - TOWING & WRECKING

6 Pearce Gloucester-2400
Gloucester-2400

Town Garage 26 Magnolia Av. Magnolia-1280
Wolfe John B 37 Pearl Gloucester-1570

Garden Furniture

Allen Fred G Furn House Inc

See Our Advertisement Under Furniture

69 Dodge Beverly-344

Gas—Bottled

Country Gas Serv Inc 1 Chapel Ln. Rockport-346
COUNTRY GAS SERVICE INC

63 Maple Danvers-1290

(See Advertisement This Page)

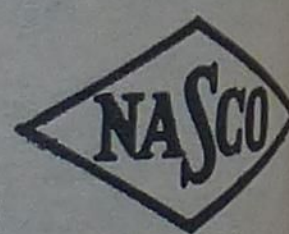
Harvey S R Co 1052 Washington Gloucester-1076-M
(See Advertisement This Page)

NASCO GAS SERVICE

Brings you new com-
fort, convenience and
economy.

FASTER COOKING
QUICK HOT WATER

PAY AS YOU GO-METER SERVICE



"WHERE TO BUY IT"

DISTRIBUTOR

METROPOLITAN ICE CO
40 Enon Beverly-5877

The S. R. HARVEY CO.



Utility-Gas

SERVICE

GAS APPLIANCES ESPECIALLY
APPROVED FOR BOTTLED GAS
RANGES - REFRIGERATORS

WATER HEATERS - RESTAURANT EQUIPMENT

1052 Washington St. GLOUCESTER 1076-M

Your Local Dealer

Gas—Bottled—Continued

NATURAL GAS SERV INC

Main Topsfield TU cker 7-2353

(See Advertisement Preceding Page)

Spittle & Fortier Main Essex-1

UTILITY-GAS SERVICE & APPLIANCES

FOR SUBURB
FARM AND TOWN

Utility-Gas®

"FOR BETTER LIVING"

New England's No. 1 LP-Gas Fuel for Cooking,
Water Heating, Room Heating, Refrigeration

"FOR INFORMATION CALL"

Harvey S R Co
1052 Washington Gloucester-1076-M

Gas Companies

Haverhill Gas Co Central Ipswich-78

Nights Saturday PM Sundays Holidays

From telephones in Essex

ask "Operator" for Enterprise-5423

No charge on Enterprise calls

From all other telephones

ask "Operator" for Haverhill DR ake 4-6311

Regular charge on these calls

NORTH SHORE GAS CO

96 Main Gloucester-1250

Nights Sat Sun Holidays

ask "Operator" for Enterprise-5505

No charge on Enterprise calls

Gasoline Service Stations

Adams Serv Sta 73 Essex Av. Gloucester-4296

Arthur's Filling Station 319 Main Gloucester-4355

Automotive Distributors Inc

290 Main Gloucester-4777

Bass Rocks Oil Co 65 Perkins Gloucester-2227

(See Advertisement This Page)

Burnham Wm S 417 Main Gloucester-1429

Curley's Esso Station 85 Washington Gloucester-789

D & E Service Station Main Essex-18

Foster Oil Co 107 Eastern Av. Gloucester-1131

Gove's Gulf Station

132 Washington Gloucester-2607

(See Advertisement This Page)

Lattof's Oil Serv 8 Cleveland Gloucester-2547

(See Advertisement This Page)

Magnolia Serv Sta 10 Magnolia Av Magnolia-1418

Malen's Service Station

Gas Oils Lubrication Tires & Batteries

128 Washington Gloucester-706

Merit Oil Co 447 Main Gloucester-4320

Rust's Gulf Serv Sta Main Essex-304

Silva's Calso Sta 70 Maplewood Av Gloucester-2900

Stevens Safford 149 Main Rockport-660

Strong's Tydol Serv Sta

163 Western Av Gloucester-82

Tally's Service Sta 7 Main Gloucester-773

(See Advertisement This Page)

Welch Oil Serv 119 Rogers Gloucester-1639

Woodruff Serv Sta 18 Railroad Av Gloucester-3264

General Stores

Bearskin Neck Country Store

Tuna Wharf Rockport-2476

Genl Store 20 Main Rockport-3409

Surveys show that two out of three
people in the market to buy have no
firm in mind when they use the
Yellow Pages.

A telephone answering set is a mech-
anical secretary who is always on the
job - no absenteeism, drinks no coffee,
eats no lunch and takes no vacations.



CITIES SERVICE GAS

5 D KOOLMOTOR OIL

LUBRICATION

BATTERIES & TIRES

RANGE & FUEL OILS

FUELS FOR BOATS & TRUCKS

BULK PLANT & STATION 5 PARKER ST.

BASS ROCKS OIL CO.

65 PERKINS

Gloucester 2227



Gloucester
2607



GULF Gas & Oil
LUBRICATION

TIRES - BATTERIES
Accessories

132 Washington St.

LATTOF'S SERVICE STATION



ROAD SERVICE



GOODYEAR
TIRES & BATTERIES

Cars Washed & Polished

Pick-up & Delivery

SERVICE STATIONS AT

367 Main St. - 8 Cleveland St.

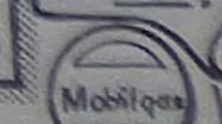
LATTOF'S OIL SERVICE GLOUCESTER 2547

TALLY'S Service Station

AAA Official Service
WASHING - POLISHING
LUBRICATION

MOBIL PRODUCTS

THE BEST!



— FAST —
24 HR. WRECKER SERVICE

Cor. Main and Rogers Sts.
"Gloucester's Busiest Corner"

GLOUCESTER 773



Gift Shops

Blue Lantern The Bearskin Neck... Rockport-3359
Edgren Studio 73 Rocky Neck Av. Gloucester-3418

FRIENDLY SHOP

Cards-Jewelry-Toys-Linens
Stationery Complete Line
Of Gourmet Items & Jellies
11 Main... Rockport-917

HARADEN HOUSE

Gift Wrappings-Jewelry-Greeting Cards
14 Leonard... Gloucester-5015
Joseph's Gift Shop
65 Maplewood Av. Gloucester-6143

LaPetite Gallery
37 Rocky Neck Av. Gloucester-3566
14 Pleasant... Gloucester-64

MAC LEOD'S UNUSUAL GIFT SHOP

Distinctive Imported Gifts
8a Main... Rockport-3337
Modern Shop 4 Bearskin Neck... Rockport-3502

Pink Seahorse Gift Shop
Special Line Of Hand Painted China
Cut Glass & Antiques
77 Main... Rockport-2625

Richard's 121 Main... Gloucester-1308
Sandler's Jewelers 136 Main... Gloucester-3756
Studio The 9 Mt Pleasant... Rockport-2820

TOWN SHOP

DECORATIVE ACCESSORIES - GIFTS,
ARTS & CRAFTS
SILVER - CRYSTAL - CHINA -
WEDDING PRESENTS
MODERN CASUAL FURNITURE & LAMPS
INTERIORS, FABRICS AND
WALLPAPERS
23 Central... Manchester-540

Wade's 114 Main... Gloucester 48

Glass

CAPE ANN GLASS CO 216 Main Gloucester-4732
(See Advertisement This Page)

Cunningham Paint Co 55 Main... Gloucester-3132
Essex Plate Glass Co 555 Lynnway LYnn 8-2050

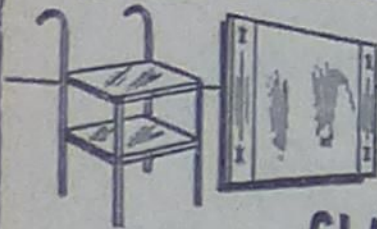
NORTH SHORE GLASS & MIRROR CO

Curved Styles of
Auto Windshields & Back
Glass In Stock
Replaced By Experts
Modern Visual Store Fronts
Insurance Replacements - Glazing Contractor
Nites 12 Savoy Rd. Salem-7988
111 Canal... Salem-1131

Glass—Automobile

Cape Ann Glass Co 216 Main... Gloucester-4732

**Cape Ann
GLASS CO.**



GLASS

for every purpose

AUTO GLASS set while you wait
FURNITURE TOPS - STORE FRONTS, GLASS
SHELVES - MIRRORS RESILVERING
MIRRORS - TOURAINE PAINTS,
VARNISH - ENAMELS

GLoucester 4732

216 Main St.
Nights, Sundays
Holidays
R. Sallah
968-W

GLOUCESTER

Glass—Stained

Burnham Wilbur Herbert
High Popples Rd. Gloucester-3820

Glue

LePage's Inc Essex av. Gloucester-1000
Rogers Isinglass & Glue Co
210 Eastern av. Gloucester-1182

Golf Courses

Rockport Golf Club 60 South... Rockport-3340

Government—Municipal & County

Gloucester City of
Assessors Dale Av. Gloucester-3390
Audtr Dale Av. Gloucester-3397
Bldg Inspetr Dale Av. Gloucester-2906
City Clerk Dale Av. Gloucester-141
City Home Hospital Emerson Av. Gloucester-439
Director Of Public Wks Dale Av. Gloucester-536
Engr Dale Av. Gloucester-434

Fire Dept
Central Fire Sta School... Gloucester-134
Ofc Chief Engr School... Gloucester-1547

Forest Fire Dept
Fire Warden Emerson Av. Gloucester-4922

Health Dept
Dent Clinic Dale Av. Gloucester-251
Highway Dept off Poplar... Gloucester-5942

Mayor Dale Av. Gloucester-43
Old Age Assistance Dale Av. Gloucester-1128

Police Dept
Police Sta Duncan... Gloucester-2
Purchasing Agt Dale Av. Gloucester-4322

School Dept
Adm Ofc Dale Av. Gloucester-606

Sewerage Dept
Ofc 10 Procter... Gloucester-878
Pumping Station Western Av. Gloucester-5944

Tax Coll Dale Av. Gloucester-911
Treasurer Dale Av. Gloucester-308
Veterans Benefits Dale Av. Gloucester-1288

Water Dept
Ofc 10 Procter... Gloucester-5944
Welfare Dept Dale Av. Gloucester-2268

Gravel

See also Sand

Balzarini Lino 87 Riverdale Pk. Gloucester-2886
Balzarini Mario E 43 Curtis... Rockport-3488
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Julian Bros 99 Essex Av. Gloucester-38

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Corkum's Mkt 274 Washington... Gloucester-4250
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Grocer & Twine Delivery Service
37 Commercial... Gloucester-1618

Fernwood Grocery 215 Essex Av. Gloucester-760
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Fraick's Mkt 512 Essex Av. Gloucester-973

Friend Street Mkt 21 Friend... Gloucester-903
Harrell's Grocery Store 28 Eastern Av. Essex-340-2
Hildonen's Mkt

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1084 Washington... Gloucester-202

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Chicken & Pigeon Grain
41 Warner... Gloucester-4494

Johnson's Mkt
Fresh Meats Groceries & Delivery Service
10 Forest... Rockport-543

Ketchopulos Mkt 19 Bway... Rockport-3486
Kyrrouz Bros Mkt 35 Sargent... Gloucester-682

Lord Ernest R 1 Martin... Essex-73
Low's Nation-Wide Mkt Main... Essex-70
Magnolia Food Mkt Cole Sq... Magnolia-1550

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156 Prospect... Gloucester-3165

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Delivery
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Granite... Rockport-2012

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Viator Albert 740 Washington... Gloucester-3112
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Italian & American Meats & Groceries
38 Main... Gloucester-6186

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Cold Cuts-Fruits & Ice Cream
314 Main... Gloucester-701

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S & Q Sugar Co 9 Derby... Gloucester-176-R

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Kennedy Catherine W 119 Main... Gloucester-1013
Margaret's Beauty Shop 30 Main... Rockport-2588
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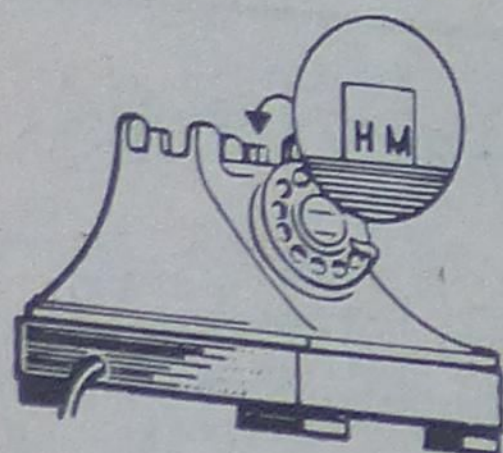
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Guests 7 Rackliff Gloucester-2626
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UNION HILL
LAUNDRY & DRY CLEANING

COMPLETE LAUNDRY SERVICE

WET WASH & FLUFF-DRYING
DRY CLEANING & PRESSING
SHIRTS LAUNDERED
FINISHED WORK

WE PICK UP & DELIVER

LAUNDROMAT SERVICE

335 MAIN ST.
(UNION HILL)

GLOUCESTER 4346

GLOUCESTER

GLOUCESTER
Lawn Mowers

DAY'S OUTBOARD SERVICE

TORO POWER MOWER
JARI SICKLE BAR MOWER
SALES - SERVICE

★ Repairing - Sharpening
Pick Up and Delivery

444 Washington Gloucester-395-M

LANE'S GARAGE

NATIONAL SICKLE BAR MOWERS
MOTO-MOWERS

PARKER LAWN SWEEPERS

ALL MAKES OF MOWERS

SHARPENED & REPAIRED

PICK-UP & DELIVERY SERVICE

22 Leonard Gloucester-3720
Res Gloucester-579-W

POWER LAWN MOWER SERV CO

Sales - Service - Parts

Pennsylvania

Jacobsen

Moto-Mower

National Sickle Bar Mowers

Sharpening All Makes

24 Broadway Somerville SO merset-6-8500

SAWTELLE BROS MOWER MART

594 Broadway SA ugus 8-2000

Lawn Mowers Sharpening

Lane's Garage 22 Leonard Gloucester-3720

Lawyers

Albert Louis 120 Main Gloucester-3630-W
Bagshaw Jas H 111 Main Gloucester-5759
Bernstein Melvin I 195 Main Gloucester-930
Gloucester-6030

Black John W 140 Main Gloucester-863
Cahill John R Jr 191 Main Gloucester-890
Clark C Richard 11 Pleasant Gloucester-1314
Clark William G 11 Pleasant Gloucester-1314
Clark William G Jr 11 Pleasant Gloucester-1314
Compagnone Anthony 201 Main Gloucester-4440
Davis & Cahill 191 Main Gloucester-890
Friend Weston U 128 Main Gloucester-158
Harris Daniel F 111 Main Gloucester-46

Hull & Compagnone 201 Main Gloucester-4383
Hull Richard L 201 Main Gloucester-4440
Jodrey H Lawrence Jr 111 Main Gloucester-4766

Kline I Irving 11 Plsnt Gloucester-3840
MacInnis Robert M 79 Middle Gloucester-1042
MacInnis Wm J 79 Middle Gloucester-1042

MacInnis & Wonson 79 Middle Gloucester-1042
McDonald Gardner L 201 Main Gloucester-660
Merchant Earle T 201 Main Gloucester-1370

Raymond Sumner Low Main Essex-5-3
Ross Donald J 128 Main Gloucester-4344-W
Sandler Solomon 191 Main Gloucester-3234

Shine Warren S 195 Main Gloucester-6030
Smith Homer H 120 Main Gloucester-889
Tarr Frederick H 111 Main Gloucester-46

Tartas Philip 120 Main Gloucester-4383
Whalen Sylvester F 195 Main Gloucester-4280
Wonson Carlton W 79 Middle Gloucester-1042

Letter Service

Business Aid Shop 208 Essex Salem-2836

Making a major purchase? The Yellow
Pages give you the better dealers to
call.

See front pages for
complete dialing instructions

Libraries

Sawyer Free Library 88 Middle Gloucester-376

Lighting Fixtures

KING A J JR 11 South Rockport-2509
(See Advertisement This Page)

Lightning Rods

Boston Lightning Rod Co 1185 East DE dham 3-2807
Franklin Lightning Rod Co
Free Estimates-Call Collect Today
341 Franklin RE ading 2-2359

Linen Supply Service

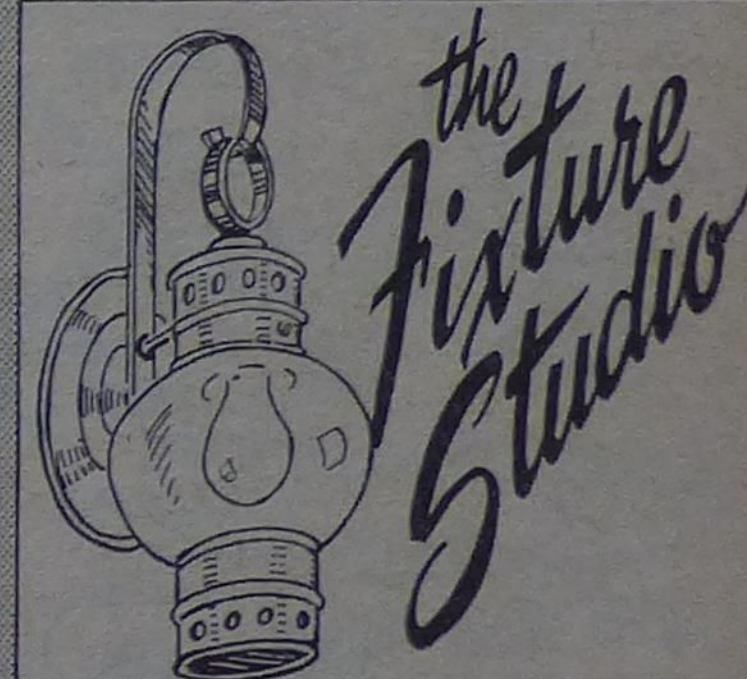
MITCHELL'S COAT & TOWEL SUPPLY
Warwick Rd Gloucester-971
MORGAN LINEN SERVICE INC
9 Hubbard MA Iden 4-1120

Lingerie

Favorite Specialty Shop
11 Washington Gloucester-692-W

Mobile telephone signalling service
provides one-way service by which a
regular telephone user can signal an
operator of a mobile unit to comply
with pre-arranged instructions.

One good turn is to the Yellow Pages;
another is to tell the man you found
him there.



A. J. KING, Jr.
LIGHTING FIXTURES

the finest assortment of
modern and colonial fixtures
for you to
choose from

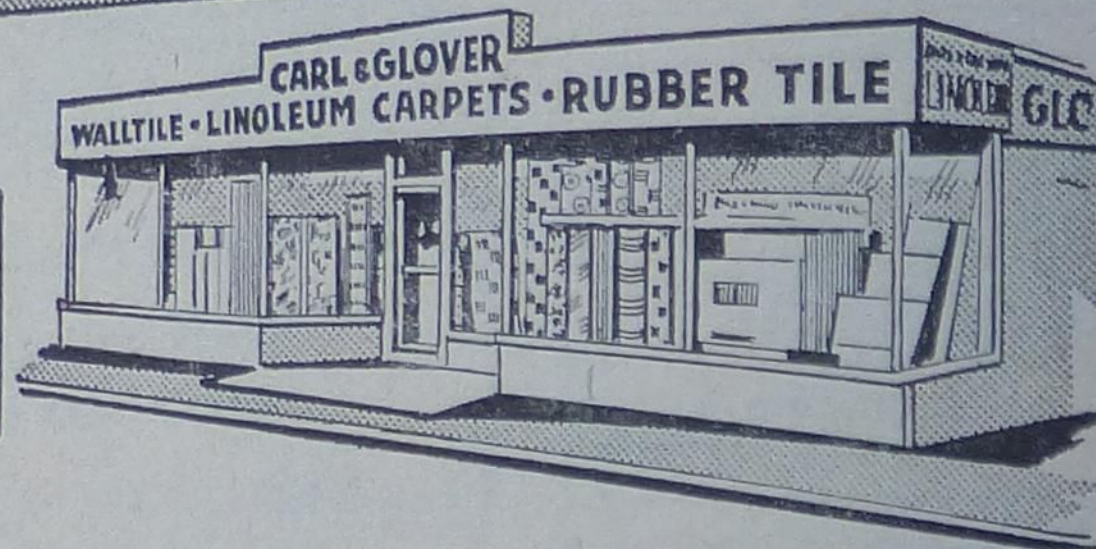
AMPLE FREE
PARKING AREA

2509
ROCKPORT
11 SOUTH ST.



CARL & GLOVER

Armstrong's
Linoleum



Church Tile
PLASTIC WALL

GOOD LINOLEUM deserves GOOD INSTALLATION

FREE ESTIMATES... EXPERIENCED MEN
GET OUR PRICE BEFORE YOU BUY!

**WILTON CARPETS
by HOLMES**

397 MAIN STREET

IN BEVERLY 6217

GLOUCESTER 3940

**Complete
Stock**
LINOLEUMS
FLOOR & WALL TILES
WALL TO WALL
RUGS & CARPETS
EXPERT
INSTALLATIONS
161 MAIN ST.
**NORTH SHORE FURNITURE CO.
GLOUCESTER 94**

**Extension
Telephones**



For Details Call Your Telephone Business Office

Your guide to

FASTER

Long Distance

Service



**NEW ENGLAND
TELEPHONE & TELEGRAPH
COMPANY**

Linoleum

Carl & Glover
397 Main Gloucester-3940
From telephones in Essex
ask "Operator" for Enterprise-5785
No charge on Enterprise calls
From all other telephones
ask "Operator" for Gloucester-3940
Regular charge on these calls
(See Advertisement Preceding Page)
Elliott's 195 Main Gloucester-5133

HALLMARK FLOORING INC

CUSTOM INSTALLATIONS
LINOLEUM & TILE FLOORS OF ALL TYPES
CERAMIC & PLASTIC TILE WALLS
FORMICA COUNTER TOPS
FREE ESTIMATES & PLANNING

284 Cabot Beverly-4304

Met Fine Furniture Inc 207 Main Gloucester-3050
North Shore Furniture Co 161 Main Gloucester-94
(See Advertisement Preceding Page)
Sears Roebuck and Co 83 Main Gloucester-1300

TOMPKINS C F CO

LINOLEUM - RUBBER &
ASPHALT TILE

Installed by Factory Trained
Experts

67 Middle Gloucester-880

Linoleum—Continued

TRAFTON'S LINOLEUM SHOP

LINOLEUM - WALL TILE
CORK TILE

"For A Floor With The Look of Distinction"

Willard C Trafton Prop

32 Mt Pleasant Rockport-2507

Liquors—Retail

BROWN'S MKT 6 Elm Gloucester-112
Cape Ann Pkg Store Inc

30 Railroad Av Gloucester-265
Collins Package Store Inc

875 Main Gloucester-1690
Jerry's Tavern 31 Rogers Gloucester-763

Liquor Locker The 263 Main Gloucester-630
(See Advertisement This Page)

Londregan Henry E Co 433 Main Gloucester-836

Mariners Food Shop 123 E Main Gloucester-3325

CONTINUED NEXT PAGE

Lamps and visual signals are available
for your telephone service. Customers
with more than one telephone line find
them of great value in determining
which line to answer.

150,000 businesses in five New England
states advertise in these Yellow Pages -
do you?

Yellow Pages ads have pull.

THE Liquor Locker

Offers More Convenience
To You



ICE CUBES



★ **GREAT SELECTION**
The usual or the unusual

★ **FREE PARKING**
with drive-in rear entrance

★ **FREE DELIVERY**
all over Cape Ann

★ **GIFT WRAPPING**
For all occasions

★ **PARTY SHELF**
Imported & Domestic hors d'oeuvres

OPEN 8 A.M. till 11 P.M.

263 MAIN ST.
GLOUCESTER 630

Liquors—Retail—Continued

McCarthy's Package Store Inc.
91 Washington Gloucester-1640
Mitchell's Lunch 2 Porter Gloucester 5070
Moody's Package Store Inc.
258 Main Gloucester-2845
(See Advertisement This Page)

MOOTER'S PACKAGE STORE
"MOOT" ALBERT - "RUSS" O'MALEY
LIQUORS - BEERS - ALES
WINES
GOOD PARKING
&
FREE DELIVERY
NEAR THE FISH PIER
14 Parker Gloucester-941

RICH C H & CO INC 20 Main Gloucester-73
(See Advertisement This Page)

SOMERS JAMES V & CO INC

LIQUORS - WINES
BEERS
Delivery Service

24 Hancock Gloucester-382

A compass leads you through the woods—these pages lead you to the goods! For faster service, use the Yellow Pages.

Moody's
PACKAGE STORE
inc.
S.S. PIERCE CERTIFIED
RETAILER
Wholesale & Retail
IMPORTED LIQUORS & CORDIALS
PROMPT DELIVERY SERVICE
258 MAIN ST.
Call Gloucester 2845

Charles H. Rich
and COMPANY, Inc.
BOTTLED LIQUORS
COLD BEER & WINES
ICE CUBES
Free Delivery
20 MAIN ST.
GLoucester 73

Liquors—Whol

Capital Distributing Co off Essex Andover-2030
Merrimack Valley Distributing Co
30 Carver Lawrence MU rdock 3-7134

WHITEHALL CO LTD

IMPORTERS
AND
DISTRIBUTORS

90 Berkeley Boston LI berty 2-2800

Lithographers

Baycraft Press 11 Hickory Gloucester-2819

Loam

Balzarini Lino 87 Riverdale Pk Gloucester-2986
Balzarini Mario E 43 Curtis Rockport-3489
Lattof Albert F 183 Main Rockport-631
Remick Albert R 80 Main Rockport-2600

Loans

BENEFICIAL FINANCE CO

222 Cabot Beverly-250
64 Washington Salem-5460
(See Advertisement Next Page)

CAPE ANN NATIONAL BANK

154 Main Gloucester-5300
(See Advertisement Next Page)

GLOUCESTER NATIONAL BANK OF GLOUCESTER

Personal Business & Mortgage Loans
185 Main Gloucester-610
GLOUCESTER SAFE DEPOSIT & TRUST CO
191 Main Gloucester-31

(See Advertisement Next Page)
PERSONAL FINANCE CO

see Beneficial Finance Co
PUBLIC LOAN CO 144½ Main Gloucester-4005
(See Advertisement Next Page)

Mobile telephone signalling service provides one-way service by which a regular telephone user can signal an operator of a mobile unit to comply with pre-arranged instructions.

A real convenience for bedrooms, nurseries, dark hallways - a telephone on which the dial is automatically illuminated whenever the handset is removed from the cradle.



busy?

You can save time on
Long Distance calls
when you

CALL BY NUMBER

NEW ENGLAND
TELEPHONE & TELEGRAPH COMPANY

GLOUCESTER
SAFE DEPOSIT
AND
TRUST CO.
191 MAIN ST.

FORM THE HABIT
OF SAVING
REGULARLY



COMPLETE BANKING SERVICES

FOR ALL YOUR
BANKING NEEDS

PROMPT COURTEOUS SERVICE

MEMBER FEDERAL DEPOSIT
INSURANCE CORP.
FEDERAL RESERVE SYSTEM

CALL US FOR ANY INFORMATION

GLOUCESTER 31

Cape Ann National Bank



Member Federal Deposit
Insurance Corporation

COMPLETE
BANKING SERVICE

- CHECKING ACCOUNTS
- MORTGAGE LOANS
- SAVINGS ACCOUNTS
- CLUB ACCOUNTS
- TRAVELERS' CHECKS
- BUSINESS LOANS
- PERSONAL LOANS
- SAFE DEPOSIT BOXES

154 MAIN ST.
GLOUCESTER 5300

Special Checking Accounts

Directory
Listings



For Details Call Your Telephone Business Office

See front pages for
complete dialing instructions

COME TO Beneficial
LOANS
Phone Office Nearest You

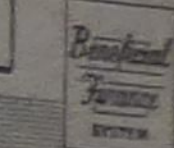
Get cash quickly—at Beneficial. Get the cash you need to pay medical or dental bills... or for any other worthy purpose. Phone first, give necessary facts about yourself, then complete your loan in one trip to the office.

Phone Beneficial, write or come in TODAY!

NATIONWIDE CASH CREDIT!

Establish your credit at over 965 affiliated offices in U. S. and Canada with a Nationwide Cash-Credit Account! No cost to open your Account—no loan necessary. Pay only if you use Account to get cash. Invaluable at or away from home. Apply today!

Personal-IZED
LOANS up to
\$900 or more
on Signature,
Furniture,
or Car



Beneficial FINANCE CO.
(FORMERLY PERSONAL FINANCE CO.)

BEVERLY—222 CABOT ST., 2nd Floor
(Over Grant's) Beverly 250

SALEM — 62 - 64 WASHINGTON ST.
(Next to Bus Terminal) Salem 5460

FOR **MONEY**



FAST SERVICE

\$25, \$100, \$200, up to \$1500

- for bills, or any other purpose
- On your name only... or other plans... in 1 day.
- Up to 24 months to repay.

Come in or, to save time, phone first
Phone: 4005

PUBLIC LOAN
COMPANY
144½ Main St., Gloucester

Lobsters

Cape Ann Lobster Co rr197 E Main, Gloucester-5258
(See Advertisement This Page)
CONSOLIDATED LOBSTER CO INC
924 Washington Gloucester-400
DONOVAN'S EDDIE LOBSTER POOL
Bearskin Neck, Rockport-2800
(See Advertisement This Page)
East Gloucester Lobster Pool
95 E Main Gloucester-5481
Enos' Fish Mkt 272 Main Gloucester-4385
GLOUCESTER LOBSTER CO
rr95 E Main Gloucester-4206
Jacobs Daniel L 74 Parker Gloucester-2800

Surveys show that buyers look for authorized dealers in brand name products or services in the Yellow Pages.

Cape Ann Lobster Co.
REAR 197 E. MAIN ST.



WHOLESALE & RETAIL
LOBSTERS
FOR HOTELS AND RESTAURANTS
SHIPPED ANYWHERE

GLOUCESTER
5258

EDDIE DONOVAN'S
LOBSTER POOL



LOBSTERS
&
FRESH FISH

Retail and Wholesale
WE SHIP ANYWHERE
Specializing in
HOTEL & RESTAURANT TRADE

BEARSKIN NECK **ROCKPORT 2800**

**Cut-off
Keys**

For details
call your
Telephone
Business
Office



Lobsters—Continued

MELLOW'S LOBSTER CO
LOBSTERS SHIPPED
ANYWHERE
From
Gloucester, Mass.
To
California
3 Water Gloucester-1600-W

MOORE ROY LOBSTER CO
L. D. VIBERT - Prop.
WHOLESALE & RETAIL
LOBSTER
Bearskin Neck Rockport-696

Symonds Retail Lobsters
Live-Cooked & Lobster Meat
Main
Woodman L H Main Essex-468-3
Essex-22

Locksmiths

Doucette Edw 252½ Main Gloucester-4539
Whitmarsh Store 50 Main Gloucester-47

Lumber

BUILDING CENTER STORES
89 Duncan Gloucester-3060
Essex Lumber Co Southern Av Essex-148
GLOUCESTER BLDG SUPPLY CO INC
12 Cleveland Pl Gloucester-4900
(See Advertisement Next Page)
GROSSMAN'S OF NO SHORE INC
2 Washington Ipswich-1060
(See Advertisement on Page 58)
NAUMKEAG LUMBER CO INC
138 Canal Salem-6340
CONTINUED ON PAGE 58

A real convenience for bedrooms, nurseries, dark hallways - a telephone on which the dial is automatically illuminated whenever the handset is removed from the cradle.

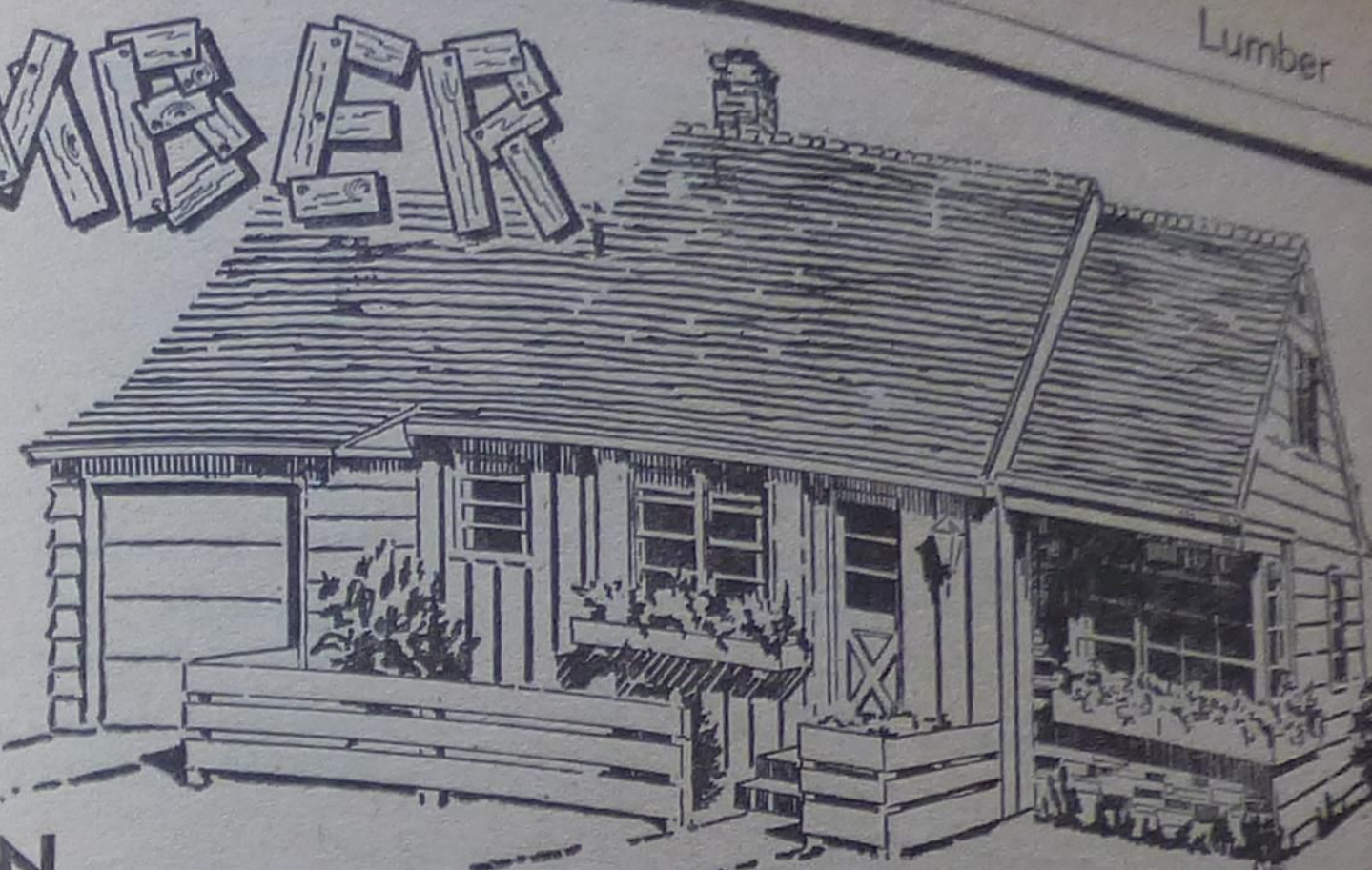
Need service in a hurry? Use these Yellow Pages - quickest way to find what you need.

**Directory
Listings**



For Details Call Your Telephone Business Office

LUMBER
and
BUILDING
MATERIALS
FOR PROMPT
DELIVERIES
throughout



CAPE ANN
call Gloucester 4900

DOORS - WINDOWS - PLYWOOD
SHEETROCK - FLOORING - ROOFING
BUILDERS' HARDWARE - PLUMBING SUPPLIES
also Complete Line of Second-hand Building Materials * Open All Day Saturday

GLOUCESTER
BUILDING SUPPLY CO., INC.
12 CLEVELAND PLACE
DIRECTIONS - CLEVELAND PLACE IS
OFF CLEVELAND STREET WHICH IS OFF MAPLEWOOD AVENUE
tel. Gloucester 4900

L.B. NAUSS & SONS INC.
EST. 1890
RAILROAD AVE.



LUMBER • BUILDING MATERIAL

PAINT SUPPLIES
BUILDERS TOOLS
& SUPPLIES
DOORS and
WINDOWS
KITCHEN CABINETS
& WALL TILE

FLOORING • SHINGLES
ROOFING • GUTTERS
SHEETROCK
PLYWOOD
MASONS'
SUPPLIES

Phone
Gloucester
195

Lumber—Continued

Nauus L B & Sons Inc Railroad Av Gloucester-195
(See Advertisement Preceding Page)
Smith J Raymond Inc 17 Railroad Av. Rockport-2229
(See Advertisement This Page)

TEDFORD & MARTIN INC
Complete Line of Building Materials
Brown Sq Ipswich-903

Lumber—Used

Gloucester Bldg & Wrecking Co
See Advertisement Under Building Wrecking
12 Cleveland Pl Gloucester-4900

A Yellow Pages ad means \$\$ in your cash register.



It's
GROSSMAN'S
EST. 1896
for **LUMBER**

Come To Us With All Your Building Problems
EVERYTHING TO BUILD WITH
LUMBER • ROOFING • HARDWARE
PLUMBING SUPPLIES • WALLBOARD
PAINT • DOORS & WINDOWS
INSULATION MATERIALS
STORM DOORS & WINDOWS
MODERN KITCHENS & CABINETS
EASY BUDGET PLAN
DELIVERIES THROUGHOUT THIS AREA
GROSSMAN'S OF NO. SHORE INC.

TEL. **IPSWICH 1060**
2 WASHINGTON ST.

J. RAYMOND Smith
INCORPORATED
17 RAILROAD AVE.

LUMBER
BUILDING MATERIALS
ROOFING MATERIALS
PAINT • HARDWARE • GLASS
ROCKPORT
2229
2276



Machine Shops

BALSER ARTHUR E CO
SHAFT & PROPELLER
SERVICE
BUILDING UP - CUTTING DOWN
REPITCHING
BALANCING - UP TO NINE FOOT
WELDING
206 Bridge Salem-0077

Beacon Marine Basin Inc
211 East Main Gloucester-2380
Fisk Products Inc 11 School Rockport-2645
Gloucester Machine Shop Corp
rr 45 Wharf Gloucester-1450
Independent Machine Co Wharf Gloucester-280
MURMAC MANUFACTURING CO
80 Grove Gloucester-1360

Machinery—Used

Kershaw Raymond 37 Rogers Gloucester-4084

Magicians' Supplies

George's Stamp & Joke Shop
13 Andrew LY nn 8-9564

Mail Advertising Service

Business Aid Shop 208 Essex Salem-2836

Marine Engines

COOPER-BESSEMER CORP
MARINE
and
STATIONARY DIESEL
ENGINES

L. C. McEWEN, Dist. Mgr.
21 Water Gloucester-2490
Res L C McEwen Gloucester-106

Marine Engines—Repairing

Burnham & Thomas Norwood Ct Gloucester-4176

GLOUCESTER MACHINE SHOP CORP
REPAIRS AND SUPPLIES
PEDRICK PISTON RINGS
NUGENT OIL FILTERS
BRONZE BUSHINGS
GOODRICH RUBBER BEARINGS
KINNEY CLUTCH PARTS
GATES - PULLEYS - BELTING
rr45 Wharf Gloucester-1450

Independent Machine Co
We Repair & Install Marine Engines
Machine Shop Service
Wharf Gloucester-280

A telephone credit card is honored at any telephone. It saves you coin-changing troubles and avoids embarrassment when calling from your customer's office.

Teletypewriter customers type back and forth on the same connection, making inquiries and receiving immediate replies.

Marine Equipment & Supplies

Annisquam Mkt 33 River Rd Gloucester-3070
Burke Supply Co 135 Rogers Gloucester-2839
Burnham & Thomas Norwood Ct Gloucester-4176
(See Advertisement This Page)

Capt Bill's Marine Hardware Supplies
15 Parker Gloucester-5574
Capt Bill's Marine Hardware Supplies
Bearsden Nk Rockport-3461
Cunningham's Marine Supplies & Hardwares
211 East Main Gloucester-4300

Gloucester Yacht Yards Inc
Montgomery Pl Gloucester-3701-W
INDUSTRIAL BLACKSMITH SHOP
107 Eastern Av Gloucester-3760

Lafond Wm Fish Net & Twine Co
Marine Hardware Rope & Twine
11 Rogers Gloucester-3834

PETERSON LAWRENCE N
Successor To L E Smith Plumbing &
Heating
12 Water Gloucester-560
Posner Louis Marine Radio Equip Inc
10 Rogers Gloucester-1173

RAYTHEON MARINE ELECTRONIC EQUIPMENT—
RAYTHEON MANUFACTURING CO
3 Bruce Place Gloucester-2200

River Boat & Engine Shop Inc
27 River Rd Gloucester-4293

SUBMARINE SIGNAL DIVISION—
RAYTHEON MFG CO
Radar-Submarine Signal Fathometer Depth
Sounders-Radio Telephones-Radio Direction
Finders-Gas Monitors-Sales & Service
3 Bruce Pl Gloucester-2200

WESTERBEKE FISHING GEAR CO INC
52 Duncan Gloucester-3542

Marine Railways

GLOUCESTER MARINE RAILWAYS CORP
9 Wharf Gloucester-2775

GLOUCESTER YACHT YARDS INC
HAULING AND WINTER STORAGE
MARINE REPAIRS - CONDITIONING
PROPELLER SERVICE
MARINE STORE
INTERNATIONAL PAINTS
OUTBOARD RENTALS
TEXACO MARINE PRODUCTS
EAST GLOUCESTER
Montgomery Place Gloucester-3701-W

ROCKY NECK SHIPYARDS INC
9 Wharf Gloucester-2775

Marine Repairs

BEACON MARINE BASIN INC
211 E Main Gloucester-2380
Independent Machine Co Wharf Gloucester-280

Markets

ANNISQUAM MKT
(CHARD & WILKINSON)
FISH IN SEASON
LOBSTERS FROM OUR OWN POOLS
PREMIUM MEATS - FRESH VEGETABLES
DIESEL FUEL
MARINE SUPPLIES & EQUIPMENT
DELIVERY SERVICE
33 River Rd Gloucester-3070

Bob's Mkt 1 Webster Gloucester-2669
BROWN'S MKT 6 Elm Gloucester-112
Cape Ann Mkt 36 Washington Gloucester-2602-W

Shopping for prices? These Yellow Pages list all the firms you should consider.

See front pages for complete dialing instructions

Markets—Continued

Carr Jas W Jr
Meats-Italian Groceries-Vegetables-Fruit
64 Washington Gloucester-4250
Corkum's Mkt 274 Washington Gloucester-4250
Ellis Market
Meats Groceries Provisions Delivery
Service
13 Cedar Gloucester-335

ERNIE'S MARKET
Meats-Groceries-Provisions-Frozen Foods
Delivery Service
67 Broadway Rockport-2822

FRIEND ST MARKET
MEATS - GROCERIES
PROVISIONS
DELIVERY SERVICE
Handlers of
WESTERN STEER BEEF
21 Friend Gloucester-903
Gloucester-4192

George J
Meats Groceries Provisions
Delivery Service
178 Washington Gloucester-1111
Grace's Mkt 78 Friend Gloucester-1036
Hildonen's Mkt
Choice Meats Groceries & Delivery Service
1084 Washington Gloucester-202

Jensen's Mkt
Chicken & Pigeon Grain
41 Warner Gloucester-4454
Joseph's Meat Market
61 Maplewood Av Gloucester-858

KETCHOPULOS MARKET
Quality Meats & Groceries Delivery Service
19 Broadway Rockport-3485
Kyrourz Bros Mkt 35 Sargent Gloucester-632
Legion Market 386 Main Gloucester-1455
Magnolia Food Mkt Cole Sq Magnolia-1460

MARTY'S CLOVER FARM STORE
CHOICE MEATS
GROCERIES - FRUITS
VEGETABLES
BAKERY PRODUCTS
FROZEN FOODS
Delivery Service
96 Washington Gloucester-3600

McPherson's Community Mkt
2 Andrews Gloucester-5276
National Butchers Co 99 Main Gloucester-2852

Nickas' Mkt
Delivery Service Gloucester-3165
156 Prospect Gloucester-2026
Oakes Bros 71 Eastern Av

CONTINUED NEXT PAGE

BOAT & YACHT

REPAIRING
STORAGE
PAINTING

CHRYSLER, GRAY
KERMATH, UNIVERSAL
MARINE ENGINES

G.M. (General Motors) DIESELS
ESSO MARINE PRODUCTS
ICE - WATER - STOVE FUEL

BURNHAM & THOMAS
YACHT YARD
GLOUCESTER 4176



Markets—Continued

OLIVER'S MARKET

QUALITY
MEATS - GROCERIES
VEGETABLES - PROVISIONS
DELIVERY SERVICE

158 E Main.....Gloucester-712

Pat's Center Grocery Store
49 Washington.....Gloucester-3437

Railroad Av Market
Groceries Meats Vegetables Fruits Delivery
273 E Main.....Gloucester-2417

Reliable Meat Market
Meats Groceries Provisions-Free Delivery
50 School.....Gloucester-255

FAULK BROS.

INC.

MASONRY WORK OF ALL KINDS

PLASTERING
BRICK
CEMENT
STONE &
TILE WORK

★ ★ ★



OUTDOOR FIREPLACES & FLAGSTONE WALKS

CONCRETE AND
CINDER BLOCK WORK

FREE ESTIMATES

35 WHITTEMORE ST.

TEL.

GLoucester 1771



MATERNITY CLOTHES..

exclusively

SUITS • DRESSES • LINGERIE
NEGLIGÉES • SPORTSWEAR

SALEM 1942

137 ESSEX STREET

Markets—Continued

ROCKPORT MARKET

MEATS - GROCERIES
FROZEN FOODS

Free Delivery

13 Dock Sq.....Rockport-3476

ROLAND'S MARKET

MEATS AND GROCERIES
FREE DELIVERY

We Put Up Provisions For
Boats and Yachts

52 Friend.....Gloucester-4088

Salah's Market 9 Sargent.....Gloucester-530

Shofner's Cash Market
64 Gloucester Av Gloucester-4089

Smith Roland H A G Mkt
129 Prospect Gloucester-182

Story A W Co
Delivery Service
Granite.....Rockport-2012

TRUPIANO'S SUPERETTE
Cold Meats Groceries Fruits Delivery
63 Washington.....Gloucester-4521

Walima Market 25 Forest.....Rockport-573

Warner St Market 9 Warner.....Gloucester-2099

West End Italian Grocers
Italian & American Meats & Groceries
38 Main.....Gloucester-6186

White Front Grocery 66 E Main.....Gloucester-500

Witham Karl I 57 Eastern Av.....Gloucester-2260

Masons

Faulk Brothers Inc
35 Whittemore Gloucester-1771
(See Advertisement This Page)

Gronblad Albert A
80 Gloucester Av Gloucester-4241

Hubbard & Purdy 43 Dennison.....Gloucester-3359

Huttunen John E 74 Curtis.....Rockport-3011

Morse John Riverview.....Gloucester-5150

Pratt Chas R 47 Beacon.....Gloucester-1481

Masons' Supplies

Nauss L B & Sons Inc Railroad Av Gloucester-195

Massage

Perry Gardner J 10 Chestnut.....Gloucester-2572

Tracy John J 7 Marchant.....Gloucester-5185

Maternity Apparel

CURTIS & SPINDELL CO INC

MATERNITY GIRDLES

BRAS

ELASTIC STOCKINGS

205 Oxford.....LY nn-5-3510

MATERNITY SHOP

Myrtle Alpers - owner

MATERNITY CLOTHES
EXCLUSIVELY

Dresses - Suits - Skirts - Jackets
Sportswear - Lingerie - Girdles - Bras

OUR ONLY SHOP IN MASS.

4 Central Sq.....LY nn-8-2374

Maternity Shop Of Boston 137 Essex Salem-1942
(See Advertisement This Page)

See front pages for
complete dialing instructions

Mattresses

Gardner Mattress Corp
254 Canal St Ext. Salem-1810
(See Advertisement This Page)

Mayonnaise

Countie Francis I
Cain's Mayonnaise-Potato Chips-Cheese
7 Birney.....Peabody JE ferson 2-1955

Meats—Whol

MONARCH PACKING CO INC
WESTERN DRESSED - BEEF
VEAL & LAMB
Eastern Cut Pork Products
Fresh Pork Cut Daily
On Premises
Only Plant on North Shore Offering
This Service
89 Margin.....Salem-6473

Ray Beef Company (Gloucester-662)

United Beef & Provision Co (Gloucester-689)

Milk

Hodgkins Dairy 227 Main.....Rockport-828

HOOD MILK—
HOOD H P & SONS
200 Bridge Salem
From telephones in Gloucester,
Magnolia, and Rockport
ask "Operator" for.....Enterprise-5259
No charge on Enterprise calls
From all other telephones
ask "Operator" for.....Salem-0720
Regular charge on these calls

Ipswich Dairy Co Essex Rd.....Ipswich-93
(See Advertisement This Page)

Kerr John 40 Cherry.....Gloucester-590

Trumbull's Dairy 20 Leonard.....Gloucester-1533
(See Advertisement This Page)

WHITING MILK CO
300 Lafayette Marblehead NE ptune 2-1900

Millinery

Murphy Nell T 12 Pleasant.....Gloucester-2317

Mimeographing

Business Aid Shop 208 Essex.....Salem-2836

Monuments

BARTON A J & SON INC
5 Brown Sq Ipswich-194-M

Tognazzi Bros 36 Poplar.....Gloucester-1661

Mortgages

CAPE ANN NATIONAL BANK
154 Main Gloucester-5300

CAPE ANN SAVINGS BANK
109 Main Gloucester-246

GLOUCESTER CO-OPERATIVE BANK
85 Middle Gloucester-1028

Rockport Natl Bank 23 Main.....Rockport-516

Surveys show that buyers are attracted
to well-planned, attractively-illustrated
ads in the Yellow Pages.

Making a major purchase? The Yellow
Pages give you the better dealers to
call.



MATTRESS CORP.

ALAN J. GARDNER, Pres. & Treas.

CUSTOM BUILT MATTRESSES

& BOX SPRINGS - ANY SIZE

DIRECT FACTORY PRICES

YOUR OLD MATTRESSES STERILIZED

& REBUILT LIKE NEW

LICENSED STERILIZING PLANT

Sacroiliac Mattresses for Ailing Backs

BEDS - SPRINGS - DIVANOLAS

Hollywood Beds - Flame-proof Bedding

Foam Rubber Mattresses

FOR HOMES, HOTELS & INSTITUTIONS

Tel. SALEM 1810

FACTORY: 254 CANAL ST., EXTENSION, SALEM

IPSWICH DAIRY CO.

PURE GUERNSEY PASTEURIZED MILK

LOCALLY SUPPLIED BY ARGILLA, FLYING

HORSE & SARACEN

FARMS

PASTEURIZED & BOTTLED

IN OUR NEW MODERN

SANITARY PLANT

HOMOGENIZED MILK

50% BUTTERFAT

CONTENT IN OUR CREAM

DELIVERIES IN

GLOUCESTER - WEST GLOUCESTER

ESSEX - MAGNOLIA

ESSEX ROAD

Call Ipswich 93

TRUMBULL'S DAIRY

LOCALLY SUPPLIED BY MEREDITH FARMS

& FOX HOLLOW FARMS

IN SUNSHINE OR RAIN

Our High Quality Prevails

RICH CREAM

and

DAIRY PRODUCTS

TEL. GLOUCESTER

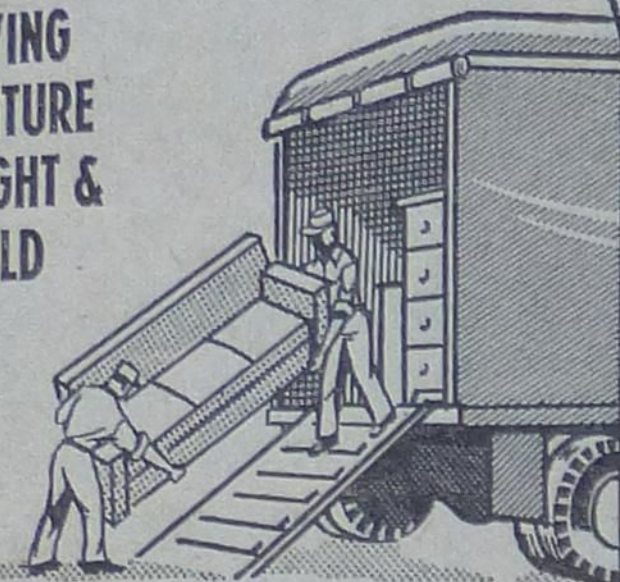
★ 1533 ★

LOCAL & INTERSTATE Movers

VAN SERVICE

M.C. 45910
FURNITURE & PIANO
MOVING
FURNITURE
BOUGHT &
SOLD

285
MAIN
STREET



GLOUCESTER 2520-W

RES. 2520-R

ROBERT C. HILTZ

FORMERLY FORD'S EXPRESS

KELLEY & HAWES CO.

Established 1877

MOVING

PACKING • STORAGE

Home and Office

NORTH SHORE DELIVERIES

We Operate Our Own Storage Warehouse

Call **Winchester 6-1390**

18 PARK STREET, WINCHESTER



ESTABLISHED 1855
PACKING • MOVING • SHIPPING • STORAGE
I. C. C. CARRIERS

FURNITURE BOUGHT & SOLD

BIRD Floor Covering & Art
Squares at 1/2 Price

TEL. GLOUCESTER
121 Rogers St., Gloucester

TEL.
2788
W

GLOUCESTER

Motels

GLOUCESTER TRAVELER MOTEL

MR. & MRS. RODNEY W. DYER - Props.
Located On The Old Essex Rd. - Rt. 121

INDIVIDUAL BATHS
BREAKFAST SERVED DAILY
SCENIC SURROUNDINGS
PLEASANT ATMOSPHERE
CONVENIENTLY LOCATED

612 Essex Av. Gloucester-2502

Long Brier Village Rockport Rd. Gloucester-754
Twin Light Manor Atlantic Rd. Gloucester-3496
Wingaersheek Motel 46 Concord Gloucester-5950

Moth Proofing

Cape Ann Laundry & Dry Cleaning Co Inc
21 East Main Gloucester-524
53 Main. Rockport-524

Movers

AERO MAYFLOWER LONG DISTANCE MOVING SERVICE

America's finest! 48-
state service and into
Canada. Modern, com-
pany-owned vans, and
company-trained driv-
ers. Undivided responsibility. Standard I.C.C.
rates. Warehouse agents everywhere. Easy and
Safe.



"WHERE TO BUY IT"

DUNN D W CO

Collect Calls Accepted
3175 Wash. Boston HA ncock 6-8000

ANDY'S DELIVERY SERV

LOCAL & LONG DISTANCE
MOVING

AGENT FOR
NORTH AMERICAN VAN LINES

19 Pearl Gloucester-3601-W

Boston Gloucester Exp 35 Pearl Gloucester-1678

GREYVAN LINES

Affiliated with
GREYHOUND

- Nationwide Services
- Long Distance Moving
- Local Moving
- Packing • Storage



"FOR INFORMATION CALL"

Greyvan Lines Inc
We Pay Reverse Toll Charges
442 Main MA Iden 4-8950

HILTZ ROBERT C 285 Main Gloucester-2520-W
(See Advertisement This Page)
Kelley & Hawes Co 18 Park Winchester 6-1390
(See Advertisement This Page)
Lattof Albert F 183 Main Rockport-631

There's no business like "show busi-
ness" — and these Yellow Pages
"show" you the businesses in your city.

When people consider buying make
sure they consider you - advertise in
the Yellow Pages.

GLOUCESTER

Movers—Continued

NORTH AMERICAN VAN LINES

"WIFE-APPROVED"
MOVES

Worldwide moving —
land, sea, air. Cour-
teous, dependable serv-
ice. Expert packing,
storing — careful handling. "Follow-thru"
service with 1100 agents in U.S., Canada.



"FOR INFORMATION CALL"

ANDY'S DELIVERY SERVICE

19 Pearl Gloucester-3601-W

NOYES THE MOVER

121 Rogers Gloucester-2788-W
(See Advertisement Preceding Page)

Museums

Beauport Eastern Point Blvd. Gloucester-800
Cape Ann Historical Assn

27 Pleasant Gloucester-455
Sargent Murray Gilman Hough House

49 Middle Gloucester-4505

Dial switchboard service enables your
employees to intercommunicate with
one another without the assistance of
your operator.

Looking for new customers? Advertise
where they look — in these Yellow
Pages.

See front pages for
complete dialing instructions

Nautical Instruments

Submarine Signal Div Raytheon Mfg
Co 3 Bruce Pl Gloucester-2200

WHITE WILFRID O & SONS INC

Formerly KELVIN-WHITE CO.
CERTIFIED COMPASS ADJUSTERS
ALWAYS AVAILABLE
Manufacturers of Navigation Instruments
178 Atlantic Av Boston RI chmond 2-3045
Res Capt C E Brown 11 Garden Rd
Res Robt E White 8 Great Rd WE Wesley 5-3657
Lincoln CL earwater 9-8433

Nets—Mfrs

GOLD MEDAL NETTINGS— LINEN THREAD CO INC

105 Maplewood Av Gloucester-5250

Netting—Fish

EDERER DIV-LINEN THREAD CO INC

Fish Netting Mfrs All Kinds
105 Maplewood Av Gloucester-360
Linen Thread Co Inc Gloucester-5260

A retractile cord is neat. This nine-inch
specially-coiled wire expands to a full
four feet when necessary.

The nearest dealer selling the brand-
name product you want is in the
Yellow Pages.

TELEPHONE FILMS

EDUCATIONAL
ENTERTAINING
INSTRUCTIVE

Available on Loan Without Charge

SCHOOLS
COLLEGES

CIVIC GROUPS
SOCIAL CLUBS

FRATERNAL ORGANIZATIONS

CALL YOUR BUSINESS OFFICE

New England
Telephone & Telegraph Company

Wade's OFFICE SUPPLIES



ACCOUNTING BOOKS
LEDGER SHEETS
COMPLETE LINE OF
OFFICE SUPPLIES

FILES - DESKS
CHAIRS

FOR ALL YOUR OFFICE NEEDS

Call
GLOUCESTER 48
114 MAIN ST.

NORMAN OFFICE SUPPLY

"EVERYTHING FOR AN OFFICE"

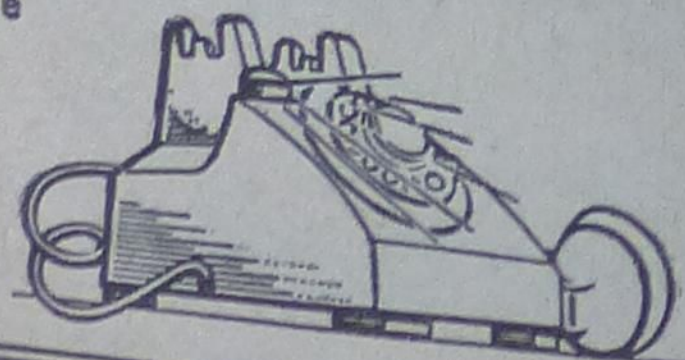
- SAFES • FILING SYSTEMS
- RIBBON & CARBON
- DESKS & CHAIRS
- TYPEWRITERS & ADDING MACHINES

SALES & SERVICE

15 WASHINGTON ST.
GLOUCESTER Gloucester 827-W

Illuminated Dial Sets

For details
call your
Telephone
Business
Office



News Dealers

Curtis P L 71 Main Gloucester-2216
Rockport-2216

News Dealers—Whol

Gloucester News Co 38 Taylor Gloucester-236

Newspapers

Gloucester Daily Times 5 Center Gloucester-70
Manchester Cricket 66 Summer Manchester-87

Notaries Public

Hull & Compagnone 201 Main Gloucester-4440

Novelties

George's Stamp & Joke Shop
13 Andrew LY nn 8-9564

Nurserymen

CORLISS BROS INC
See Adv Under Landscape Gardeners
Reynard Gloucester-513
KELSEY-HIGHLANDS NURSERY
E Boxford Mass. Topsfield TU cker 7-2311

Nurses

Gloucester Dist Nursing Assn
8 Angle Gloucester-1364

Office Furniture

Brunelle Office Equipment Co
11 Gedney Salem-1586

Office Supplies

Norman Office Supply
15 Washington Gloucester-827-W
(See Advertisement This Page)
Wade's 114 Main Gloucester-48
(See Advertisement This Page)
Wright Margaret B 108 Main Gloucester-1100

Dial switchboard service enables your employees to intercommunicate with one another without the assistance of your operator.

School-to-home telephone service enables shut-in students to obtain a broader education and to participate in school work with the other children.



Short Cut

Here is one
short cut to
answering
your phone

But it's much easier to arrange for an extension telephone wherever you need it by calling your Telephone Business Office

NEW ENGLAND
TELEPHONE & TELEGRAPH COMPANY

Oil Burners

Biggs John H 7 Pearce Gloucester-1282

BORGE A F & SON

HEATING & PLUMBING
CONTRACTOR

HOT WATER - WARM AIR HEATING
AMERICAN STANDARD FIXTURES

5 Webster Gloucester-3416-W

BURNER SUPPLY CO INC

364 Rantoul Beverly-5996
(See Advertisement This Page)
Cameron C F 284 Main Gloucester-286

ESSO OIL HEATING EQUIPMENT—

BURSAW OIL CORP
Jefferson Av Salem-4200

HOMART OIL BURNER SALES & SERVICE—

SEARS ROEBUCK AND CO
83 Main Gloucester-1300

Howard John F Co 19 Main Gloucester-1262
(See Advertisement This Page)

MODERN HEATING & VENTILATING CO

Specializing In

MUELLER CLIMATROL

Forced Warm Air Heating

20 Rogers Gloucester-5454

MOVALLI'S RANGE BURNER SERVICE

20 Riverside Av Gloucester-424

NALLY OIL CO

Service on all Makes

24 Hour Service

J. Everett Feener, Service Man

80 Bass Av Gloucester-300
At Night Call Gloucester-4849-W

PERRY M R OIL CO

243 Eastern Av Gloucester-2202

PETERSON LAWRENCE N

Successor to L. E. Smith Plumbing & Heating
Sales & Service

- LENNOX
 - ARCOFLAME
 - SHIPMATE
- OIL BURNERS

12 Water Gloucester-560

Teletypewriter service can be used with your own forms for orders, reports, deliveries, etc. As many as six copies can be made by each machine. You receive immediate acknowledgment.

Creative advertising makes people want to buy - Yellow Pages tell them where to buy.

Oil Burners—Continued

PROGRESSIVE OIL CO

FURNACE
POWER BURNERS
Sales & Installations
FREE SERVICE

Commercial Gloucester-2000

150,000 businesses in five New England states advertise in these Yellow Pages - do you?

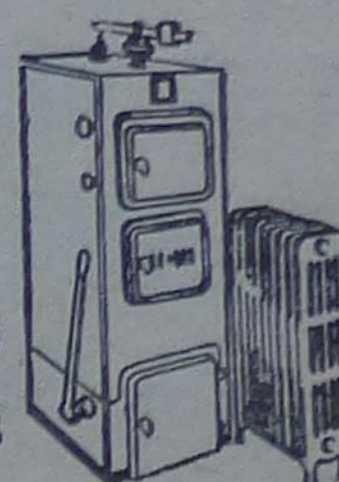
HEATING EQUIPMENT SUPPLIES

GAS

Wholesalers
Distributors
BURNERS
BOILERS
PIPE FITTINGS
OIL TANKS
INSTRUMENTS

OIL

Furnaces
&
Replacement
Parts



BURNER SUPPLY CO. INC.
364 RANTOUL ST. BEVERLY 5996

SYLVESTER D. DEERING

DOING BUSINESS AS

JOHN F. HOWARD CO.

Est. 1903

SALES • SERVICE

GENERAL ELECTRIC OIL BURNERS

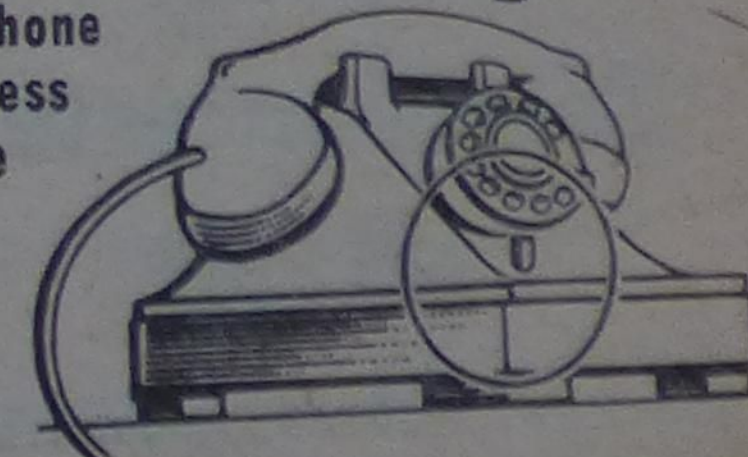


Oil Heat - Gas Heat - Air Conditioning
ELECTRIC CONTRACTORS

19 MAIN ST. Tel. Gloucester 1262

Cut-off Keys

For details
call your
Telephone
Business
Office



APTT'S ICE & OIL SERVICE INC.



RANGE & FUEL OILS

ICE • GASOLINE & MOTOR OILS

OIL BURNERS
SALES & SERVICE
RANGE BURNERS

TORIDHEET
OIL BURNERS

138 PROSPECT ST., GLOUCESTER

218-W or 218-R

CAPE ANN
ICE & OIL CO.



RANGE & FUEL
OILS

Tel. Gloucester
1480

120 EAST MAIN ST., GLOUCESTER

★ **DAVIS** ★

COAL & OIL CO.

FUEL OILS • RANGE

SALES SERVICE



WE INSTALL & ENGINEER
ALL KINDS OF HEATING
OFFICE - WHITTEMORE ST.

GLOUCESTER 2940

49 PROSPECT ST.

Oil Burners—Service

Aptt's Ice & Oil Serv Inc 138 Prospect Gloucester-218-W
Cape Supply Co Inc 160 Granite Rockport-2014
Conant Daniel M 541 Washington Gloucester-1060
Goodman Irving 24 Highland Gloucester-5400
Movalli's Range Burner Serv 20 Riverside Av Gloucester-424
Perry M R Oil Co 243 Eastern Av Gloucester-2202

SOUZA JIM OIL CO

— OILS —

Oil & Power Burners & Pumps
Sold - Installed - Serviced

44 East Main Gloucester-4246

Todd George H Corp Mt Pleasant Rockport-652

Oils

Aptt's Ice & Oil Serv Inc 138 Prospect Gloucester-218-W
(See Advertisement Preceding Page)

BASS ROCKS OIL CO

FUEL & RANGE OIL
BURNER SALES & SERVICE

BULK PLANT 5 PARKER ST.

65 Perkins Gloucester-2227

Cape Ann Ice & Oil Co 120 E Main Gloucester-1480
(See Advertisement Preceding Page)

City Oil Co Inc 96 Friend Gloucester-935
(See Advertisement This Page)

DAVIS COAL & OIL CO Whittemore Gloucester-2940
(See Advertisement Preceding Page)

EBEN'S OIL SERVICE

RANGE & FUEL
OILS

24 Hour Service

Marshall T. Moulton, Prop.

9 Phillips Av Rockport-867

GLOUCESTER OIL SUPPLY CO INC

CAPT. DAVID L. MARANHAS, Mgr.

SOCONY PRODUCTS

for
FISHING BOATS

DIESEL OILS & MARINE LUBRICATIONS

8 Forest Gloucester-2141

CONTINUED NEXT PAGE

Surveys show that more than 95% of
purchasing agents use the Yellow Pages
as a prime source to buy products or
services.

Use these Yellow Pages like a dictionary.
Products and services are listed
alphabetically.

LATTOF'S Oil Service

FUEL OILS FOR HOME HEATING



METERED SERVICE

• RANGE
• FUEL

OILS

PROMPT



DELIVERY

GLOUCESTER 2547

8 CLEVELAND ST.

CITY OIL CO., INC.



RANGE & FUEL
OILS

96 FRIEND STREET

GLOUCESTER 935

IF NO ANSWER CALL GLOUCESTER 833-W
3427

THE S. R. HARVEY CO.

1052 WASHINGTON ST.

FUEL
RANGE
OIL

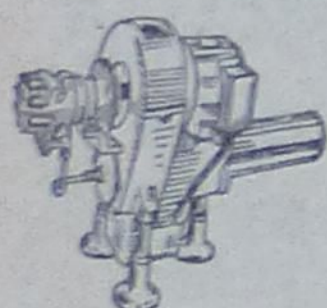


OIL BURNER INSTALLATIONS
BOTTLED GAS

Glooucester 1076-M

NALLY OIL CO.

RANGE & FUEL OIL DELIVERED
POWER BURNERS
SALES & SERVICE



GLOUCESTER

300

80 BASS AVENUE

**O'LEARY'S
OIL SERVICE CO.**

HEATING OILS
Call

POWER BURNER
SALES-SERVICE

GLOUCESTER

210

9 WOODBURY ST.

M. R. PERRY OIL CO.**HEATING OILS**

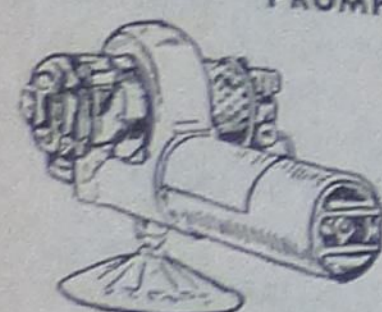
RANGE OIL FUEL OIL
PRINTED METER RECEIPTS
POWER OIL BURNERS

GLOUCESTER 2202

243 EASTERN AVE.

Range & Fuel Oils

PROMPT SERVICE

**OIL BURNER**

SALES
SERVICE
INSTALLATIONS

GEORGE H. TODD CORP.

MT. PLEASANT ST.

ROCKPORT 652

Res. E. M. Littlefield 2 Norwood Ave.
Nites Rockport 2009 or 2239 or Gloucester 3046

Oils—Continued

Harvey S R Co

1052 Washington, Gloucester-1076-M

(See Advertisement Preceding Page)

Lattof's Oil Serv 8 Cleveland, Gloucester-2547

(See Advertisement Preceding Page)

Milne's Oil Serv Shore Hill Rd., Gloucester-3880

(See Advertisement This Page)

Nelly Oil Co 80 Bass Av., Gloucester-300

(See Advertisement This Page)

Nelson Bros 13 Exchange, Gloucester-3040

O'LEARY'S OIL SERVICE CO

9 Woodbury Gloucester-210

(See Advertisement This Page)

Perry M R Oil Co 243 Eastern Av Gloucester-2202

(See Advertisement This Page)

SIMON'S OIL SERV 17 Willow, Gloucester-851**SOCONY MOBIL OIL CO INC**

445 Chelsea East Boston Mass

From telephones in Gloucester

Magnolia & Rockport

ask "Operator" for Enterprise-5678

No charge on Enterprise calls

From all other telephones

ask "Operator" for Salem-0640

Regular charge on these calls

Todd George H Corp Mt Pleasant, Rockport-652

(See Advertisement This Page)

Welch Oil Serv 119 Rogers, Gloucester-1639

Oils—Fuel

Cape Supply Co Inc 160 Granite, Rockport-2014

(See Advertisement This Page)

Central Oil & Heat Co

52 Harrison Av., Gloucester-5200

City Oil Co Inc 96 Friend, Gloucester-935

Davis Coal & Oil Co Whittemore, Gloucester-2940

Gloucester Coal & Lumber Co

89 Duncan, Gloucester-3060

That extension telephone is so handy
and costs so little. Order one today.

Cape Supply Co., Inc.

INC. 1917
GEORGE A. RANTA, MGR.

**FUEL & RANGE
OIL**

OIL BURNERS
SALES & SERVICE

CARMOTE PAINTS - GASOLINE

★ Rockport 2014 ★

160 GRANITE ST.



**HEATING OILS
RANGE & FURNACE**

WILLIAMS**OIL - O - Matic****OIL BURNERS****JOHN ALDEN-GRIFFIN**

CO., INC.

GLOUCESTER 282

Whittemore St.

See front pages for
complete dialing instructions**Oils—Fuel—Continued****GULF FUEL OIL**

"CLEAN HEAT
—COMFORT

COURTEOUS & DEPENDABLE
DELIVERY SERVICE"

**"WHERE TO BUY IT"**

DISTRIBUTORS

JOHN ALDEN-GRIFFIN CO INC

Whittemore, Gloucester-282

PERRY M R OIL CO

243 Eastern Av, Gloucester-2202

TODD GEO H CORP

Mt Pleasant, Rockport-652

Gulf Oil Corp 116 Water Beverly

From telephones in Gloucester Rockport

ask "Operator" for Enterprise-5504

No charge on Enterprise calls

From all other telephones

ask "Operator" for Beverly-2160

Regular charge on these calls

HARVEY S R CO

1052 Washington, Gloucester-1076-M

John Alden-Griffin Co Inc

Whittemore, Gloucester-282

(See Advertisement Preceding Page)

MOBILHEAT

SOCONY MOBIL
HEATING OIL

Now! A fuel oil that cleans
as it heats — twin-action
Mobilheat! For all types of
burners and heating systems
—automatic delivery.

**"WHERE TO BUY IT"****MOVALLI OIL CO**

237 Western Av, Gloucester-3814

Nelson Bros 13 Exchange, Gloucester-3040

SOCONY MOBIL OIL CO INC

445 Chelsea East Boston Mass

From telephones in Gloucester

Magnolia & Rockport

ask "Operator" for Enterprise-5678

No charge on Enterprise calls

From all other telephones

ask "Operator" for Salem-0640

Regular charge on these calls

O'Leary's Oil Serv Co 9 Woodbury, Gloucester-210

Simon's Oil Serv 17 Willow, Gloucester-851

WELCH OIL SERV

RANGE & FUEL OILS

METER PRINTED RECEIPTS

PROMPT DELIVERY

119 Rogers, Gloucester-1639

Mobile telephone service provides
communication between mobile units
and any telephone reached by the Bell
System, or between two mobile units.

Surveys show that 95% of the buying
public use the Yellow Pages as a
guide when they are ready to buy.

Oils—Range

Bass Rocks Oil Co 65 Perkins, Gloucester-2227
Cape Ann Ice & Oil Co 120 E Main, Gloucester-1480

HARVEY S R CO
1052 Washington, Gloucester-1076-M

John Alden-Griffin Co Inc

Whittemore, Gloucester-282

Lattof's Oil Serv 8 Cleveland, Gloucester-2547

Marr Alexander K 2 Main, Rockport-2272

McHenry J Thomas 33 School, Gloucester-860

Moulton Marshall T 9 Phillips Av, Rockport-867

Movalli Oil Co 237 Western Av, Gloucester-3814

Nelly Oil Co 80 Bass Av, Gloucester-300

Perry M R Oil Co 243 Eastern Av, Gloucester-2202

Progressive Oil Co Commercial, Gloucester-2000

Socony Mobil Oil Co Inc

445 Chelsea East Boston Mass

From telephones in Gloucester

Magnolia & Rockport

ask "Operator" for Enterprise-5678

No charge on Enterprise calls

From all other telephones

ask "Operator" for Salem-0640

Regular charge on these calls

Opticians**ART JEWELERS & OPTICIANS INC**

OCULIST'S PRESCRIPTIONS
FILLED

Pay as Little as
\$1.00 per Week

117 Main, Gloucester-92

Optometrists

Barron George C 120 Main, Gloucester-2235

Bedell John T 140 Main, Gloucester-1425

Cohen Geo M 148 Main, Gloucester-577

Flye Everett A 148 Main, Gloucester-577

Mann Ralph M

Office Hours 9-5 PM Daily

Except Wednesdays 9-12 AM

Evenings & House Calls By Appointment

20 Pleasant, Gloucester-650

Peloquin Marc

Office Hours 9-5 pm Daily

Except Wednesdays 9-12 am

Evenings & House Calls By Appointment

159 Main, Gloucester-5599-W

Phipps C C

Hours 9-12 AM 1-4-30 PM

Wednesdays 9-12 AM

43 Main, Rockport-2296

Richmond Merton C 148 Main, Gloucester-577

Sanderson Robt W

Hrs 10-4 P M Daily Except Wednesdays

111 Main, Gloucester-4433

Orchestras**MARINO LOU ORCHESTRA**

17 Prospect Av S LY nn 3-4763

Organs**CHEEK TOLBERT F**

11 Beauport Av, Gloucester-669

Organs—Repairing**CHEEK TOLBERT F**

11 Beauport Av, Gloucester-669

Essex Organ Co 25 Main, Essex-507

WILLIAMS ORGAN SERVICE INC

958 Humphrey S LY nn 8-0098

Avoid running up and down stairs. Ex-
tension telephones take the tension out
of living and they cost so little, too.
Order one today.

Outboard Motors

CAPE ANN OUTBOARD SERVICE
35 Pearl Gloucester-6000
(See Advertisement This Page)

CAPT JIM'S BOAT SHOP
184 Washington Gloucester-5956
Day's Outboard Service
444 Washington Gloucester-395-M
(See Advertisement This Page)

ELGIN OUTBOARD MOTOR SALES & SERVICE
SEARS ROEBUCK & CO Gloucester-1300
83 Main

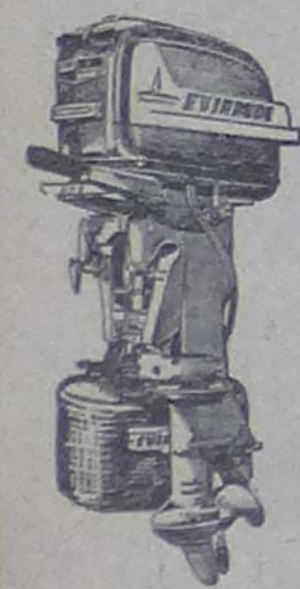
Shopping for prices? These Yellow Pages list all the firms you should consider.

DAY'S
OUTBOARD SERVICE
OUTBOARD ★ INBOARD
and INDUSTRIAL MOTORS
EST. 1940



BRIGGS & STRATTON

Phone
GLOUCESTER 395-M
SHOP AT 444 WASHINGTON ST.



35 PEARL ST.
GLOUCESTER

EVINRUDE OUTBOARD MOTORS

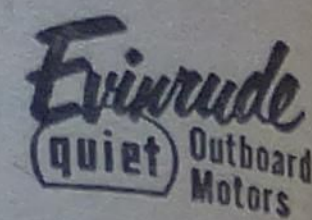
REPAIRS ON ALL MAKES
Marine Paints & Varnishes
BOATS & KIT BOATS
Small Boat Fittings
Equipment & Supplies

**CAPE ANN
OUTBOARD SERVICE**
Gloucester 6000

Outboard Motors—Continued

EVINRUDE OUTBOARD MOTORS

ELECTRIC STARTING
WHISPERING POWER
All the latest advances
when you choose Evin-
rude. Complete range
of models. Factory
parts, service.

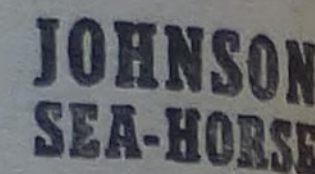


"WHERE TO BUY THEM"

Cape Ann Outboard Serv
35 Pearl Gloucester-6000

JOHNSON OUTBOARD MOTORS

Noted for DEPENDA-
BILITY, advanced de-
sign, expert local ser-
vice. See your Johnson
Sea-Horse Dealer.



"WHERE TO BUY THEM"

GLOUCESTER YACHT YARDS INC
Montgomery Pl Gloucester-3701-W

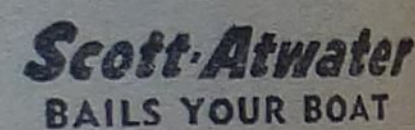
MERCURY AUTHORIZED SALES & SERVICE

DAY'S OUTBOARD SERV
444 Washington Gloucester-395-M

Morton A L Co Inc 1 Railroad Av —Gloucester-4330

SCOTT-ATWATER OUTBOARD MOTORS

Smooth, quiet,
dependable out-
boards... with
famed Bail-a-matic power bailing. Expert
factory-approved local service.



"WHERE TO BUY IT"

DEALER
DAY'S OUTBOARD SERVICE
444 Washington Gloucester-395-M

Oxygen

NORTH SHORE OXYGEN THERAPY SERVICE

24 HOUR EMERGENCY
SERVICE
EQUIPMENT RENTAL &
SALES

351 Main Wakefield CR ystal-9-2357

A telephone answering set is a mech-
anical secretary who is always on the
job - no absenteeism, drinks no coffee,
eats no lunch and takes no vacations.

Avoid running up and down stairs. Ex-
tension telephones take the tension out
of living and they cost so little, too.
Order one today.

Package Stores

Chebacco Package Store Inc Western Av. Essex-71
Collins Package Store Inc 375 Main —Gloucester-1690
Essex Package Store Inc Main. Essex-214
LIQUOR LOCKER THE 263 Main Gloucester-630
Moody's Package Store Inc 258 Main Gloucester-2845
Mooter's Package Store 14 Parker Gloucester-941
Rich C H & Co Inc 20 Main Gloucester-73
SOMERS JAMES V & CO INC 24 Hancock Gloucester-382
Vicari's Package & Grocery Store 961½ Washington Gloucester-3153

Paint

Babcock Jeannette K 18 Main. Gloucester-2450

CAPE ANN GLASS CO

TOURAINÉ PAINTS
VARNISHES & ENAMELS

216 Main Gloucester-4732

Cunningham's Marine Supplies &
Hardware 211 E Main —Gloucester-4300

DUTCH BOY PAINTS

PAINTS, VARNISHES &
ENAMELS

For Years of Beauty



Manufactured by
NATIONAL LEAD COMPANY

"WHERE TO BUY THEM"

DEALER

Cunningham Paint Co 55 Main Gloucester-3132

Epstein's Paint & Wall Paper Co
210 Main —Gloucester-2126-W

GLOUCESTER SUPPLY CO
122 Main Gloucester-18
(See Advertisement This Page)

GROSSMAN'S OF NO SHORE INC

DU PONT

Paints For Every Purpose
DULUX MARINE PAINTS

Budget All Purchases of \$10 or More
See Large Adv. under Lumber

2 Washington Ipswich-1060

Harvey S R Co
Carmote Paints & Varnishes
1052 Washington Gloucester-1076-M
HENDERSON & JOHNSON INC
129 Duncan Gloucester-1416
(See Advertisement This Page)

Dial switchboard service may be ar-
ranged so that your employees can in-
tercommunicate and place outgoing
calls without the assistance of your op-
erator, enabling her to furnish speedy,
efficient handling of your customers'
incoming calls.

Paint—Continued

KYANIZE

THE COLORWISE USE
KYANIZE
SELF SMOOTHING
PAINTS

**KYANIZE
PAINTS**

"WHERE TO BUY IT"

Nauss L B & Sons Inc
Railroad Av Gloucester-195

MASTER-MIXED PAINT & PAINT
SUPPLIES—

SEARS ROEBUCK & CO Gloucester-1300
83 Main

Sherwin-Williams Co 143 Main Gloucester-5191
SHERWIN-WILLIAMS PAINTS

Paints for all purposes
including famous
S W P House Paint,
SUPER KEM-TONE De Luxe
Washable Wall Paint,
KEM-GLO America's Favorite
Enamel



"WHERE TO BUY THEM"

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Sherwin-Williams Co
143 Main Gloucester-5191

Smith J Raymond Inc
17 Railroad Av Rockport-2229
Smith L E Inc 49 Main Rockport-518
Wise's Hardware 79 Washington Gloucester-4511

GLOUCESTER SUPPLY CO.

DUPONT
Paints
Wholesale & Retail
GLOUCESTER 18
122 MAIN ST.



FOR

GLOUCESTER

MARINE & HOUSE PAINTS

PHONE **GLOUCESTER 1416**

HENDERSON & JOHNSON, INC.

129 DUNCAN ST.

TARR & WONSON, Ltd.

Manufacturers & Wholesalers of

"SEA JACKET"

Marine Paints

OFFICE: Gloucester 1416
129 Duncan St.FACTORY: Gloucester 35
Rocky Neck**INTERIOR & EXTERIOR
PAINTING***Contractors***INTERIOR
DECORATING
PAPER HANGING**Gloucester's Authorized
Dealers for Dutch Boy Paint
Serving Cape Ann
Since 1871**GLOUCESTER
3132**

55 MAIN ST.

**Cunningham
PAINT CO.****EVERETT T. LANE CO.**Painter and Decorator
FURNITURE STORAGE

457 WASHINGTON ST.

GLOUCESTER 4021-W or 2154-M
MGR. CHARLES W. STEINBERG - 1 WESLEY ST.**JOS. G. SOUSA**

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COMPLETE INSURANCE COVERAGE

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Gloucester 3558

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CEILINGS
FLOOR FINISHING
INTERIOR
&
EXTERIOR
DECORATING**GLOUCESTER****Paint—Mfrs**Curtis Turner Corp rr447 Main... Gloucester-4090
Henderson & Johnson Inc 129 Duncan Gloucester-6180**TARR & WONSON LTD**
Factory Rocky Neck
Office 129 Duncan Gloucester-35
(See Advertisement This Page)**Paint—Marine**Henderson & Johnson Inc
See Adv Under Paints
129 Duncan Gloucester-1416**Painters**Campbell David F & Sons
70 Centennial Av Gloucester-1207
Cunningham Paint Co 55 Main Gloucester-3132
(See Advertisement This Page)Lane Everett T Co
457 Washington Gloucester-4021-W
(See Advertisement This Page)**NUNES HANNIBAL A**
139 1/2 Prospect Gloucester-2485
If no answer Gloucester-2485Sousa Jos G 10 Pearl Rockport-3530
(See Advertisement This Page)**WRIGHT J KENNEDY**
21 Nautilus Rd Gloucester-4031
(See Advertisement This Page)**Paper**Brown H C Inc 447 Main Gloucester-2830
CARTER RICE STORRS & BEMENT INC
273 Summer Boston LI berty 2-6400**FLEMINGS F J INC****PAPER PRODUCTS
TWINE**

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Founded 1861

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- PORCH
- REPAIRING
- GUTTER WORK
- BLOCK
- CEILINGS

TEL.
**GLOUCESTER
4031****PAPER
HANGING**
21 NAUTILUS
ROAD
GLOUCESTER

Newton Answering Service DE catur 2-1308

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Nekoosa - King William - Mono Wrap
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Sealright - Continental Cups
Twines - Tapes - Wyandotte Chemicals
265 Methuen Lawrence MU rdock-5-5071
MU rdock-7-7071**WINGO PAPER CO**Paper Towels - Napkins
Toilet Tissues - Drinking Cups
Soda Cups
Wrapping Paper - Scotch Tapes
Dispensers for Various Paper
& Soap Products
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Wright J Kennedy 21 Nautilus Rd Gloucester-4031**Pet Shops**Dog Caterers
Dog Caterers-Foods
Pet Supplies-Birds & Cages
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PHOTOGRAPHIC SERVICE**

DANVERS

159 Elliott Danvers-93

Thomas Photo Serv Inc 72 Loring Av. Salem-4187

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Ellsworth Studio 133 Prospect Gloucester-4035

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OF ALL MEMBERS OF YOUR FAMILY
WE SPECIALIZE IN
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CHILDREN & GRADUATION
PHOTOGRAPHS
"SPECIAL RATES TO GRADUATES"
COPYING - ENLARGING - HEAVY OILS
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AND CANDIDS**Commercial, Banquet & Aerial
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See front pages for
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Wilhelm Studio 65 Middle Gloucester-1213

Photographers—Passport

Thomas Studio 72 Loring Av. Salem-4187

Photographic EquipmentGloucester Camera & Photo
81 Main Gloucester-5959**Photographic Supplies**Camera Supply Shop Inc 10 Norman Salem-5269
Cape Ann Camera & Photo Inc
T Wharf Rockport-3037**Physical Therapy**Perry Gardner J
Registered Physical Therapist
10 Chestnut Gloucester-2572
Tracy John J
Registered Physical Therapist
7 Marchant Gloucester-3185
If no answer Gloucester-3586**Physicians' Supplies****GILMAN BROS INC**
100 Shawmut Av Boston Liberty 2-0780
Lowell Medical Instrument Co
31 Shattuck Lowell GL enview 5-5651**Physicians & Surgeons (M.D.)**Appel Bernard
Office Hours By Appointment
281 Ocean LY mn 2-0692
Babson Wm Warren
Practice Limited To Surgery
Office Hours By Appointment
79 Prospect Gloucester-1630
Baker H N 2 Phillips Av. Rockport-2063
Binder Abraham I
Diseases of the Skin
Office-Hours By Appointment
4 Broad LY mn 5-6696
Bloombergh John H
Office Hours 1-3 PM - 7-8 PM Daily
Except Wednesdays & Week Ends
66 Main Rockport-746
If no answer Gloucester-5200
Brown C Bruce
Office Hours By Appointment
92 Main Rockport-2795
Burrell H C 43 Plsnt. Gloucester-270
Cohen David J
Hrs. 2-4PM & 7-SPM Except
Wednesdays-Sundays & Holidays
83 Middle Gloucester-1839-W
Curtis Ever 90 Middle Gloucester-4210
Donovan Jas M
Fractures & Diseases Of Bones & Joints
Office Hours By Appointment
1 School Gloucester-162
If no answer Salem 6063
CONTINUED NEXT PAGEUse these Yellow Pages like a dictionary.
Products and services are listed
alphabetically.Buyers use "Yellow Pages Street" more
than Main Street.

Physicians & Surgeons (M.D.) Continued

Egan John J Jr
Office Hours 1:30-3:00 Evenings
By Appointment Except Wednesdays
23 Dale Av Gloucester-268-W

Fesler Lois
Office Hours 2-4 PM & 7-8 PM Daily
Except Wednesdays & Sundays
6 Hancock Gloucester-4466
Res Story Rockport-2716

Freedberg Alan P
Diseases Of The Skin
Office Hours By Appointment
46 Pleasant Gloucester-2988
360 Essex Salem-0252

Gale John S
Practice Limited To Internal Medicine
Office Hours By Appointment
33 Pleasant Gloucester-5220-W

Gardner Abraham
Neurology & Psychiatry
Office Hours By Appointment
170 Ocean LY nn 3-1547

Garland Roy 28 Dale av Gloucester-357

Gewin Edwin E
Diseases Of The Skin
Hours By Appointment Only
48 Salem Medford MY stic 6-4935

Greene Earl F
Office Hours 1:30-3:00 PM & 7-8 PM
45 Broadway Rockport-2417

Hallett Ronald P
Hrs 2-3 PM 7-8 PM Except
Saturdays-Sundays & Holidays
63 Middle Gloucester-165-W

Irving William R 35 Middle Gloucester-287

Jemison Howard A Jr
Office Hours By Appointment
Except Thursdays
1 Main Essex-227

Lacey Hamer 33 Pleasant Gloucester-5079

LeDonne John E
Diseases Of The Skin
357 Essex Salem-5798

Lodge Edmund A
Practice Limited To
Eye Ear Nose & Throat
Office Hours By Appointment
31 Pleasant Gloucester-1995

Lundberg Robt N
Practice Limited To Surgery
Office Hours By Appointment
79 Prospect Gloucester-1630

Mooring S W 83 Prospect Gloucester-5998

Parker Harry Ward
Practice Limited To Rectal Diseases
23 Nahant LY nn 3-1424

Parker Sydney S 80 Middle Gloucester-796

Pett Morris H
Hrs 1-3:30 7-8 Except Sun & Hol
Wednesday Evenings By Appointment
45 Middle Gloucester-1846-W

Pohas Geo J 41 Pleasant Gloucester-391-W

Res 4 Kent Circle Gloucester-391-R

Buyers use "Yellow Pages Street" more
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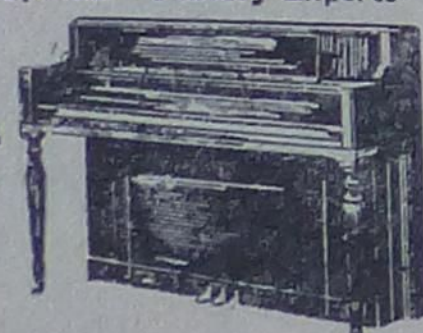
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Repairing - Refinishing - Restyling
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11 Beauport Ave.
Tel. GLOUCESTER 669

Physicians & Surgeons (M.D.) Continued

Poland Warren M
Office Hours By Appointment Only
47 Pleasant Gloucester-824

Ross Lawrence
Office Hours By Appointment
33 Pleasant Gloucester-2359

Rowley Philip W
53 Mt Pleasant Av Gloucester-2809

Rust Geo S 1 School Gloucester-2346-W

Silbert Nathan Ernest
Practice Limited To Allergic Diseases
Asthma & Hayfever
Office Hours By Appointment
214 Ocean LY nn 5-6800

Smith Edwin A
Practice Limited To Diseases
Of The Skin - Hrs By Appointment
153 Lewis LYnn 3-8460

Vallis Chas P
Plastic Surgeon
Office Hours By Appointment
9 Nahant LYnn 8-2545

Vieira Oliver F
General Practice & Geriatrics
Office Hours By Appointment
5 Fuller Magnolia-1300

Physicians & Surgeons Osteopathic (DO)

Burrill Kenneth C 48 South Rockport-747

Williams Olive B
Consultation By Appointment
Wallace Rd Rockport-933

Piano Tuning

Cheek Tolbert F 11 Beauport Av Gloucester-669

Pianos

Cheek Tolbert F 11 Beauport Av Gloucester-669
(See Advertisement This Page)

MILLER'S MUSIC STORE

EXCLUSIVE NORTH SHORE
REPRESENTATIVE FOR
THE FAMOUS
WURLITZER PIANO & THE NEW
WURLITZER "ELECTRONIC PIANO"

149 Essex Salem-0142

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Jordan Willis E 102 Concord Gloucester-2370

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HALL BROS INC 9 Wharf Gloucester-2775

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— For The Best in Pizzas —
Phone Orders Taken
7 AM To 10 PM - 7 days a week

Also Serving
Light Lunches - Sandwiches, etc.
195 E Main Gloucester-5242

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Monell Donald F 11 Pleasant Gloucester-1484

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FAULK BROS INC
35 Whittemore Gloucester-1771
Hubbard & Purdy 43 Dennison Gloucester-3359

Plating

Champion Chrome Plating Co
50 Broadway Salem-2872
(See Advertisement This Page)

Plumbers

Andrews L E & Co 42 Rogers Gloucester-645
(See Advertisement This Page)

BIGGS JOHN H 7 Pearce Gloucester-1282

Borge A F & Son 5 Webster Gloucester-3416-W
(See Advertisement This Page)

CAMERON C F 284 Main Gloucester-286

East Gloucester Plumbing & Heating Co
169 East Main Gloucester-1864

GOODMAN IRVING

Plumbing & Heating
Contractors

24 Highland Gloucester-5400

Morrow H C Plumbing & Heating Co
rr200 Concord Gloucester-5401
(See Advertisement This Page)

PETERSON LAWRENCE N

Successor To L E Smith Plumbing & Heating
12 Water Gloucester-560

Scott Walter T 8 Knowlton Sq Gloucester-442

Spittle & Fortier Main Essex-1

SWETT PLUMBING & HEATING CO
16 Eastern Point Rd Gloucester-4767

CHAMPION CHROME PLATING CO.



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Zinc - Brass - Nickel - Copper - Silver - Cadmium - Plating
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SAND BLASTING - IRIDITE PROCESSING
50 BROADWAY
SALEM
SALEM 2872

H. C. MORROW PLUMBING & HEATING CO. Licensed Master Plumber



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INSTALLATIONS

24 HOUR EMERGENCY SERVICE
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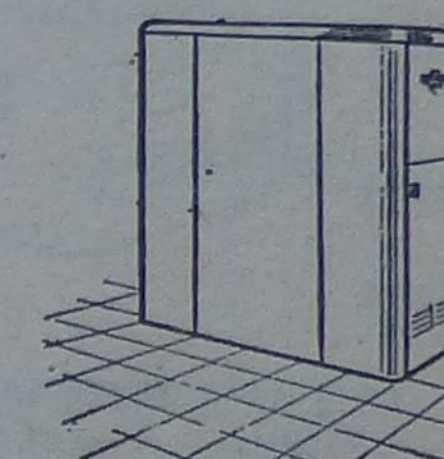


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WARM AIR • STEAM

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5 WEBSTER ST.

GLOUCESTER 3416-W

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"ONE STOP SUPPLY HOUSE"

BURNHAM CAST IRON & STEEL
BOILERS; RADIATORS &
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ELECTRIC WATER HEATERS.



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TRANSITE PIPE & FITTINGS.
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White & Color Bathtubs - Lavatories - Closets - Seats - Sinks & Cabinets

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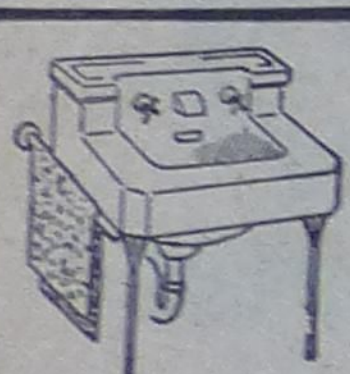
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Call **Salem 1800**

43 BRIDGE ST.

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Delande's Electric & Plumbing Supply Co. INC.



Tel. Salem
2608

COMPLETE LINE OF
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and HEATING
EQUIPMENT**
LIGHTING FIXTURES
and Supplies

22 New Derby St., Salem

PLUMBING & HEATING Supplies

Wholesale
& Retail

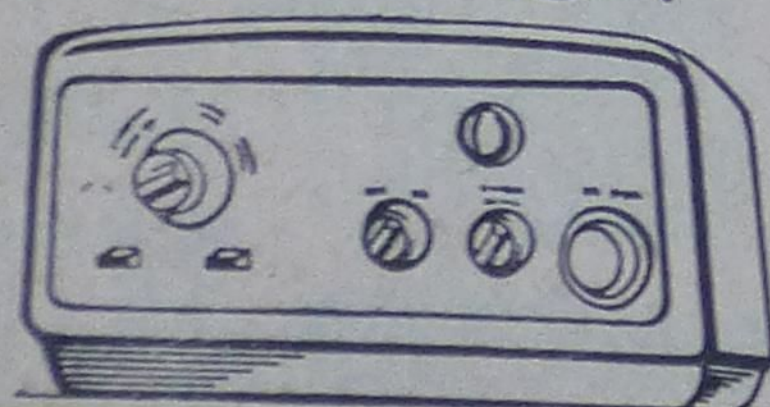
**GLOUCESTER
SUPPLY CO.**

Tel. GLOUCESTER **18**
122 MAIN STREET



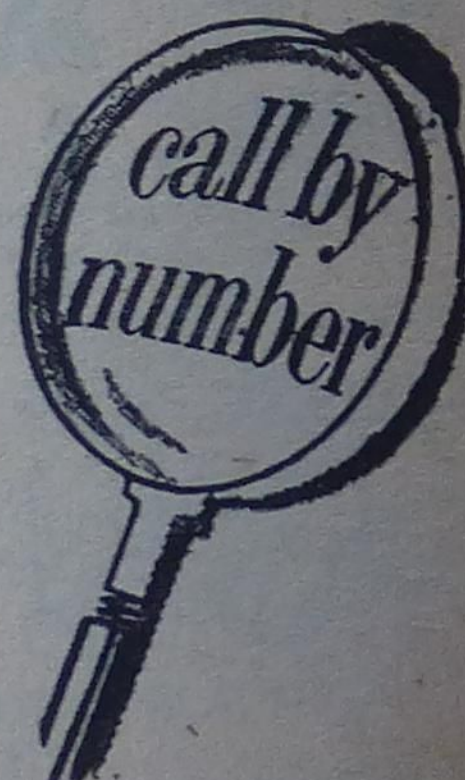
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Plumbing Supplies

AMERICAN-STANDARD PLUMBING FIXTURES

A complete line for bath-
rooms, kitchens, laundries
—known for quality, style,
and dependable service.



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BIGGS JOHN H 7 Pearce Gloucester-1282
CAMERON C F 284 Main Gloucester-286
PETERSON LAWRENCE N

Successor To L E Smith Plumbing &
Heating

12 Water Gloucester-560

Delande's Elect & Plumbg Supply Co Inc
22 N Derby Salem-2608
(See Advertisement Preceding Page)

GLOUCESTER SUPPLY CO

122 Main Gloucester-18
(See Advertisement Preceding Page)

GROSSMAN'S OF NO SHORE INC

PLUMBING & HEATING
SUPPLIES

MODERN KITCHENS &
CABINETS

BUDGET TERMS

See Large Adv. at Lumber

2 Washington Ipswich-1060

Salem Plumbing Supply Co Inc
43 Bridge Salem-1800
(See Advertisement Preceding Page)
Smith L E Inc 49 Main Rockport-518

Plumbing Supplies—Whol

ELJER FIXTURES & FITTINGS

Fixtures in cast iron, formed
steel, and vitreous china
for residential, institutional,
and commercial installations.
Available in white and five
other colors. Fittings for
every plumbing need.



"FOR INFORMATION CALL"

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GLOUCESTER HARDWARE CO
122 Main Gloucester-18

Gloicester Supply Co 122 Main Gloucester-18

Podiatrists

See Chiropodists—Podiatrists

Porch Enclosures

North Shore Aluminum Products
rr62 Perkins Gloucester-1762

Potato Chips

Vincent Potato Chip Inc
205 Highland Av Salem-6115

Pottery

Krames Pottery Studio 5 Dock Sq Rockport-2637

See front pages for
complete dialing instructions

Poultry

Hardy C N Northern Av Essex-54-2
Tucker's Farm
Dressed Poultry & Eggs
28 Cherry Gloucester-133

Printers

BAYCRAFT PRESS

Earle S. Nason & Earle S. Nason, Jr.—Props.

LETTERPRESS & OFFSET
PRINTING

DUPLICATING - RUBBER STAMP MPHS

11 Hickory Gloucester-2819

Cape Ann Ticket & Label Co
222 Eastern Av Gloucester-2686
(See Advertisement This Page)

GHISHOLM LEO A

Letterpress & Offset Printing

Wedding Invitations &
Announcements

on Duncan - Just below Rogers St.

51 Duncan Gloucester-318

Cricket Press Inc 66 Summer Manchester-87
Curhan Co 14 Pleasant Gloucester-1706
(See Advertisement This Page)

Cape Ann TICKET & LABEL CO.

Richard C. Tarr Richard W. Tarr

Complete PRINTING SERVICE

Letterpress - Photo

Offset

LINOTYPING
COMMERCIAL
DUPLICATING
SOCIAL

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Printing

BOOKLETS
CIRCULARS
CATALOGUES
FORMS and
ADVERTISING

Wedding and
Social
Announcements

CURHAN

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14 PLEASANT ST. GLOUCESTER
OFFSET PRINTERS

Produce—Whol

BICKFORD E H INC
20 Maplewood Av. Gloucester-416
Kopanon Michael 16 Mansfield. . . Gloucester-510

Propellers—Marine

Balser Arthur E Co
Shaft & Propeller Service
206 Bridge Salem-0077

**MICHIGAN INBOARD-OUTBOARD
PROPELLERS—**
NEW ENGLAND DISTRIBUTOR
NEW ENGLAND PROPELLER SERVICE
67 Long Whf. Boston CA pitol 7-2179

Provisions—Whol

United Beef & Provision Co
137 Pleasant LY nn 3-2230

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Expression Co 65 Raymond Magnolia-1376
Smith Peter 20 Railroad Av . . . Gloucester-3875-W

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Domestic Water Systems
Local Field Engineer:
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FACTORY BRANCH OFFICE:
178 Atlantic Av Boston LA fayette 3-3600

Souza Jim Oil Co 44 E Main . . . Gloucester-4246

Radiator Covers & Enclosures

MAJESTIC RADIATOR ENCLOSURES—
ELLIOTT'S
195 Main Gloucester-5133

Radio Telephones

**POSNER LOUIS MARINE RADIO EQUIP
INC** 10 Rogers Gloucester-1173
(See Advertisement This Page)

Teletypewriter service can be used with your own forms for orders, reports, deliveries, etc. As many as six copies can be made by each machine. You receive immediate acknowledgment.

LOUIS POSNER MARINE RADIO EQUIP. INC.

Complete Line of
MARINE RADIO EQUIPMENT
Prompt Day & Night Service

2 SHOPS FOR BETTER SERVICE
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Res. Wm. L. Nickerson Rockport 763
BOSTON - FISH PIER
265 Northern Ave. LI berty 2-2452

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RADIO, PHONOGRAPHS
TAPE RECORDERS
RECORDS



World Leader in Radio.
First in Recorded Music.
First in Television.

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DEALER

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150 Main Gloucester-806

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83 Main Gloucester-1300

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The complete line of fine radios, backed by Zenith's 36 years of leadership in Radionics. High Fidelity phonographs feature Zenith's Cobra-Matic® Record Player with Stroboscope.



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DEALER

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30 Washington Gloucester-779

Radios—Service

Azevedo's Radio Service 5 Short. . . Gloucester-2121
Giles Automotive Supplies 248 Main Gloucester-3603

Hall's Radio Shop 30 Washington —Gloucester-779
Mills' Radio Shop 6 Railroad Av. . . Rockport-2111
NORTH SHORE AUTOMOTIVE CO
295 Main Gloucester-922

Railings

McGlew Thomas G Welding Co
See Ad Under Iron-Ornamental
Ferry Whf Newburyport HOMestead 5-9543

Distant-talking telephones allow you to carry on a regular telephone conversation at a distance without actually holding the telephone. They are a boon to busy executives.

Colored Sets

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TELEPHONE
BUSINESS
OFFICE



See front pages for
complete dialing instructions

Railroads

Boston & Maine R R
Passenger Stations & Ticket Information
Gloucester Railroad av. Gloucester-445
Rockport Railroad av. Rockport-677
Freight Offices
Freight Offices & Cashier
Railroad av. Gloucester-2020
Other Offices
Drawbridge Whittemore Gloucester-177

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Distance calls when you
CALL BY NUMBER.

And you'll have the numbers you need if you list them in the *Directory of Personal Telephone Numbers*. Get your free copy at the Telephone Business Office.

NEW ENGLAND TELEPHONE & TELEGRAPH COMPANY

Ranges—Electric

HOTPOINT AUTOMATIC ELECTRIC RANGE

All Hotpoint Ranges have new, faster-cooking "Super 2600" Calrod (R) units. Completely automatic with new Super-Matic plus Mealtimer, Custom Cooker, Rota-Grill and Roast-Right Thermometer. Available in Colortones.

Hotpoint

"FOR INFORMATION CALL"

DISTRIBUTOR

General Elect Supply Co
145 N Beacon Brighton AL gonquin-4-5300

Ranges—Gas

NORTH SHORE GAS CO

GAS RANGES
CALORIC - HARDWICK
ROPER

GAS APPLIANCES
Of All Types Available

96 Main Gloucester-1250

School-to-home telephone service enables shut-in students to obtain a broader education and to participate in school work with the other children.

EVERY MAN'S SECRETARY



it ANSWERS the phone at home or in
the office with your own voice.
it RECORDS all incoming calls automatically.
• ECONOMICAL • FLEXIBLE • DEPENDABLE

CALL YOUR BUSINESS OFFICE

Sets for recording two-way telephone conversations
and sets for answering only are also available at lower prices.

New England 
Telephone & Telegraph Company

RAY KIERMAN

REALTOR



20 MAIN STREET

3395 - ROCKPORT - 2895

GLOUCESTER 3905

SELLING Your HOME?

For Prompt Action
List Your Home With

**ROBERT W.
ANDERSEN**
REAL ESTATE BROKER
For The Cape Ann Area

8 Eastern Pt. Rd. GLOUCESTER 1826

If No Answer GLOUCESTER 524
Member Cape Ann Board of Realtors

Frank L. Cox
**CITY - COUNTRY &
SEASHORE HOMES**

SUMMER RENTALS - BUILDING LOTS

"A Cottage or a Mansion"

GLOUCESTER 647

OFFICE - RESIDENCE
853 WASHINGTON STREET, ANNISQUAM



LEADING REALTORS
ON CAPE ANN FOR
OVER 50 YEARS

COMPLETE LISTING
ESTATES - HOUSES
COTTAGES
FOR SALE & FOR
RENT

GEORGE P. CHICK & SON
353 MAIN Gloucester 1180
RES. WAY RD. Gloucester 2464

**ERNEST E.
DEACON**

EST. OVER 40 YRS.

Specializing
in

"ANNISQUAM"

SEASHORE
PROPERTY

Gloucester 2153

840 Washington St.

Real Estate

Alper Realty Inc 328 Main Gloucester-5631
ANDERSEN ROBERT W
8 Eastern Pt. Rd Gloucester-1826
(See Advertisement Preceding Page)
Chekares Gus 123 Main Gloucester-5000
Chick Geo P & Son 353 Main Gloucester-1180
(See Advertisement Preceding Page)
Corace Esther M 22 Hancock Gloucester-990
Country Shore Realty Co
99 Essex Av. Gloucester-38
Cox Frank L 853 Washington Gloucester-647
(See Advertisement Preceding Page)
Curtis Agency 114 Prospect Gloucester-1036
Deacon Ernest E 840 Washington Gloucester-2153
(See Advertisement Preceding Page)
FOLEY CLIFFORD F 37 Beacon Gloucester-621
(See Advertisement This Page)
Frye David 265 Essex Salem-0456
Gibbs Charles H 4 Cedar Gloucester-2049
(See Advertisement This Page)
Groves Edw 262 E Main Gloucester-5883
Hall Ralph L rr197 E Main Gloucester-5060

HIGGINS LINCOLN C

REAL ESTATE

Office 23 Dock Sq. Rockport-3104
Lincoln C Higgins Res Rockport-2867

Jordan Willis E 102 Concord Gloucester-2370
KIERMAN RAY 20 Main Rockport-2895
Rockport-3395
(See Advertisement Preceding Page)
Klotz L E Mrs 158 Mt Pleasant Av Gloucester-2468

MASSELL MORRIS

Year Round & Summer

REAL ESTATE

209 Main Gloucester-2621-W

Mathaurs Chas E 1006 Washington Gloucester-2616
McCarthy Edward L 40 Raymond Magnolia-1475

MEREDITH & GREW INC

REAL ESTATE

NORTH SHORE SALES & RENTALS
APPRAISALS

J. F. COUGHLIN
LOCAL REPRESENTATIVE

122 Bridge Manchester-692

PRATT DON 137 Rogers Gloucester-4163

Distant-talking telephones allow you to
carry on a regular telephone conversa-
tion at a distance without actually hold-
ing the telephone. They are a boon to
busy executives.

A portable extension telephone can be
installed in your rumpus room, patio,
workshop or wherever you frequently
need the convenience of an extra tele-
phone—and they cost so little, too!

Real Estate—Continued

REALTORS

THE CAPE ANN BOARD OF
REALTORS' Members assures you
the highest type of service that
can be administered in the field
of Real Estate Practice.



"MEMBERS OF THE ASSOCIATION"

"FOR SERVICE CALL"

ABBOTT E RAYMOND

3 Harrison Av Gloucester-215

ANDERSEN ROBERT W

8 Eastern Pt. Rd Gloucester-1826

CHEKARES GUS 123 Main Gloucester-5000

CHICK GEO P & SON

"Ask Mr Chick"

353 Main Gloucester-1180

Res Way Rd Gloucester-2464

KIERMAN RAY 20 Main Rockport-2895

KLOTZ L E MRS

158 Mt Pleasant Av Gloucester-2468

MC CARTHY EDWARD L

40 Raymond Magnolia-1475

PRATT DON 137 Rogers Gloucester-4163

SMITH BOB AGGY

16a Pleasant Gloucester-3305

Rogers Louis A 11 Granite Rockport-823

TARR & MARR 11 Mt Pleasant Rockport-831

Thurston Real Estate Agency
20 Pleasant Rockport-534

Town & Country Homes Inc
256 Boylston Boston Mass

From telephones in Gloucester
ask "Operator" for Enterprise-1414

No charge on Enterprise calls
From all other telephones

ask "Operator" for Boston CO play 7-1000

Regular charge on these calls

CLIFFORD F. FOLEY

16 Years Gloucester's Leading
Agency For Year Around Homes

37 BEACON STREET

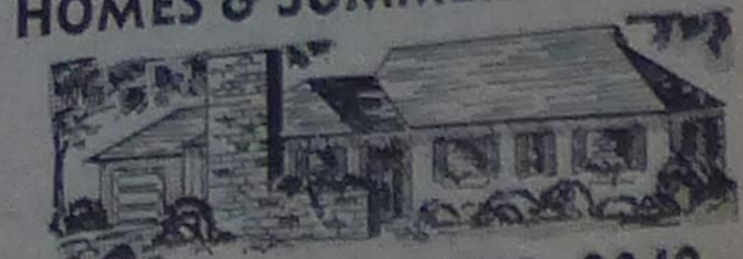
GLOUCESTER 621

CHARLES H.

Gibbs
4 Cedar Street

REAL ESTATE

SPECIALIZING IN
HOMES & SUMMER RENTALS



Call GLOUCESTER 2049

EDWARD C. HOYT REFRIGERATION

266½ MAIN ST., GLOUCESTER

COMPLETE LINE OF EQUIPMENT
FOR EVERY REFRIGERATION OR AIR CONDITIONING REQUIREMENT

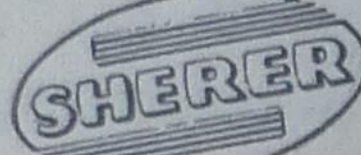
Deepfreeze

CARRIER - GENERAL ELECTRIC
DEEP FREEZE - SHERER
COPELAND - KELVINATOR

REFRIGERATION
DOMESTIC - COMMERCIAL
SALES - SERVICE
INSTALLATIONS



AIR CONDITIONING



GLOUCESTER 3010

Nights & Sundays C. T. Geary - Mgr. Gloucester 5602 or 1443-J
A GLOUCESTER CONCERN INTERESTED IN CAPE ANN PROSPERITY



COMMERCIAL
and
HOUSEHOLD

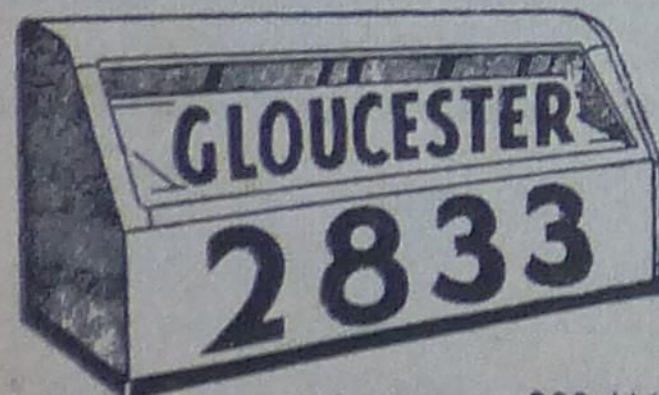
REFRIGERATION

AIR CONDITIONING

SALES & SERVICE

New Reconditioned Refrigerators

JAMES D. GORMAN
COMPLETE LINE OF COMMERCIAL
REFRIGERATING EQUIPMENT
24 HOUR SERVICE



282 MAIN ST.



Headquarters for
FRIGIDAIRE
SALES & SERVICE

FRIGIDAIRE

Household Appliances

AIR CONDITIONING for
OFFICE, HOME, and INDUSTRY

AUTOMATIC ICE CUBE MAKERS
COMPRESSORS
BEVERAGE COOLERS
WATER COOLERS

NORTH SHORE
Electric Equipment Co.

LIONEL MacDUFF

EST. 1924

Cor. MUNROE
& MARKET STS.

LY nn 5-2290

Real Estate Management

Andersen Robert W
8 Eastern Pt Rd Gloucester-1826

Refrigerating Equipment

GLOUCESTER FREEZER SERV INC
PRODUCERS OF QUALITY
MINK FOOD
Industrial Refrigeration Engineering
Consultant
William Scenna - Gloucester 4315
We Buy and Sell Refrigerating Equipment
Ammonia Compressors - Motors
rr405 Main Gloucester-4315

Gorman Jas D 282 Main Gloucester-2833
(See Advertisement Preceding Page)
Hoyt Edward C 266½ Main Gloucester-3010
(See Advertisement Preceding Page)
North Shore Electric Equip Co
162 Market LY nn 5-2290
(See Advertisement Preceding Page)
**UNIVERSAL AIR CONDITIONING &
REFRIGERATION INC**
Highland Av. Salem-6459

Refrigerating Equipment— Commercial

BAY STATE YORK CO INC
Highland Av. Salem-5998

CARRIER REFRIGERATION EQUIPMENT

For every commercial and
industrial need—complete
line of automatic ice-
makers, refrigerating com-
pressors, condensers and cold diffusers. Built
for dependable, low-cost service.



"FOR INFORMATION CALL"

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BOSTON FILTER CO INC
43 Harvard Sq. CH arlestown 2-5100
DEALER

HOYT EDWARD C
266½ Main Gloucester-3010

GORMAN JAMES D 282 Main Gloucester-2833

A telephone answering set is a me-
chanical secretary—takes your calls
and records messages for you while you
are away from your home or office.



Short Cut

Here is one
short cut to
answering
your phone

But it's much easier to arrange for an
extension telephone wherever you
need it by calling your
Telephone Business Office

**NEW ENGLAND
TELEPHONE & TELEGRAPH COMPANY**

Refrigerating Equipment —Commercial—Continued

TYLER SALES AND SERVICE

The complete line of Welded-
Steel Commercial Refrigera-
tors. For food stores, restau-
rants, hotels, institutions,
florists, taverns, bakeries,
clubs, schools, hospitals, etc.



"WHERE TO BUY THEM"

AGENT
NORTH SHORE ELECTRIC EQUIP CO
162 Market LY nn 5-2290

Refrigeration Supplies

SUPPLY DISTRIBUTORS CORP
187 Brighton Av. Brighton ALgonquin 4-6709

Refrigerators

COLDSPOT REFRIGERATOR-FREEZER
SALES & SERVICE—
SEARS ROEBUCK AND CO
83 Main Gloucester-1300

HOTPOINT REFRIGERATORS AND FOOD FREEZERS

See Hotpoint roll-out
Big-Bin, Eye-Hi and
Two-Dor ideal humid-
ity Refrigerator-Freezers with separate food
freezers, automatic defrost. Also chest-type and
upright Food Freezers, with adjustable storage.

Hotpoint

"FOR INFORMATION CALL"

DISTRIBUTOR

General Elect Supply Co
145 N Beacon, Brighton AL gonquin 4-5300

Success Mfg Co Sargent Gloucester-505

Refrigerators—Electric

GORMAN JAS D

DEALER FOR NORGE REFRIGERATORS

New - Used and

Rebuilt Refrigerators

COMMERCIAL & HOUSEHOLD

REFRIGERATION

282 Main Gloucester-2833

Refrigerators—Repairing

GORMAN JAS D 282 Main Gloucester-2833
Hoyt Edw C
See Advertisement Refrigerators-Commercial
266½ Main Gloucester-3010

Rendering Companies

Connor C E Rendering Co 363 Essex LY nn 8-9300

Resorts—Vacation

1840 House 14 Beach Rockport-2264

Surveys show that buyers are influ-
enced by special services mentioned in
these Yellow Pages advertisements.

CAPTAIN'S TABLE



MAIN ST.

Shore - Steak - Chicken
DINNERS

BEVERAGE LICENSE

OPEN YEAR ROUND

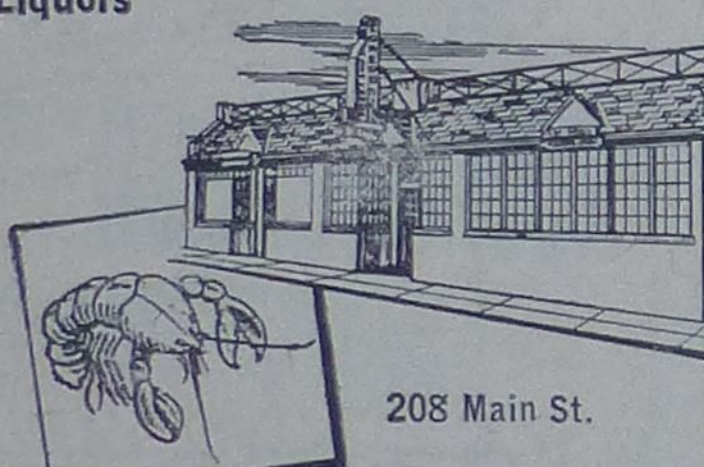
PHONE

ESSEX 110

Cameron's AIR
RESTAURANT CONDITIONED
FINE
Steaks • Lobster
Chicken
Beers • Wines • Liquors
SEA FOODS

GLOUCESTER
2407

Reservations
taken for
Special Parties



208 Main St.

The
Tavern

OPEN
ALL YEAR
DINING ROOM
COCKTAIL LOUNGE

CATERING

for Wedding Receptions
Banquets and
Private Parties

Tel. Gloucester 4200
30 WESTERN AVE.

ESSEX



LOBSTER HOUSE

Specializing in
LOBSTER & SHORE DINNERS
Cocktail Lounge

TELEPHONE
ESSEX 331

MAIN ST. ESSEX

ESSEX SEA GRILL

20th Season

Specializing In

★ **SEA FOODS** ★

STEAK • CHICKEN
and
LOBSTER DINNERS

BEVERAGE LICENSE

OPEN 11:30 A. M. to 9:00 P. M.
CLOSED MONDAY - EXCEPT HOLIDAYS

TEL. ESSEX 8326



Eastern Ave.

Shoulder Rests



For Details Call Your Telephone Business Office

Restaurants

Anchor Cafe 5 Pearce Gloucester-1757
Barkas T G 2 Main Gloucester-60
Bat's Wife Lunch
Open 5 AM-10 PM Daily
311 Main Gloucester-1930
Big Wheel The 444 Essex Av Gloucester-4508
BLACKSMITH SHOP
23 Mt Pleasant Rockport-2241
Busy Bee Lunch
Finest Liquors & Good Sandwiches
84 Main Gloucester-277
Callahan D Leonard Main Essex-314
CALLAHAN'S RIVERSIDE HOUSE
Main, Essex-208-2
CAMERON'S RESTRNT
208 Main Gloucester-2407
(See Advertisement Preceding Page)
Cape Ann Diner
Open Daily Except Sundays
5 AM - Close 5:30 PM
77 Commercial Gloucester-2150-W
Captain's Table Main Essex-110
(See Advertisement Preceding Page)
Carr's Coffee Shop
Light Lunches & Soda Bar
Open Every Day
80 Pleasant Gloucester-5914

CEDARWOOD INC

IN MAGNOLIA
OPEN ALL YEAR

Cocktail Lounge - Dine & Dance
Banquets-Weddings-Testimonials

22 Fuller Magnolia-1570

Cupboard The Stage Fort Pk Gloucester-1744

DAVE'S COFFEE SHOP

OPEN 5:00 AM TO 7:00 PM

WE SERVE
BREAKFAST - LUNCH
AND FULL COURSE
DINNERS DAILY
SANDWICHES & FRIED CLAMS
TO GO

135 Washington Gloucester-3177

Easler's Restrnt & Lobster House

25 Duncan Gloucester-3657

ESSEX LOBSTER HOUSE Main Essex-331
(See Advertisement Preceding Page)

Essex Sea Grill Eastern Av Essex-8326
(See Advertisement Preceding Page)

Farnham's Eastern Av Essex-82-3

Folly Cove Pier Folly Cove Rockport-2514

Harbor Cafe Inc 40 Railroad Av Gloucester-732

HEDLUNDS RESTAURANT

Open Daily Except Tuesdays

Beauvoir Neck Rockport-3070

HESPERUS DINER 218 Main Gloucester-2333

High Line House 929 Washington Gloucester-2403

Hotel Gloucester 215 Main Gloucester-185

HYDAWAY

Open Every Day

Full Liquor License

72 Duncan Gloucester-1232

Kelleher's Inc 6 Porter Gloucester-2956

Lobster House 77 Rocky Nk Av Gloucester-5244

Lufkin The Caterer 342 Main Gloucester-1626

Magnolia Surf Club Inc 56 Raymond Magnolia-1393

Michel's Cape Ann Diner 214 Main Gloucester-4077

Misty Acres Western Av Essex-192

Oceanside Hotel Lexington Av Magnolia-1500

OLE ANA BY THE SEA

Open Every Day Except Mondays

27 Main Rockport-3447

Patrican's Restaurant 384 Main Gloucester-4223

PEG LEG RESTAURANT

18 Beach Rockport-3038

Always within reach of your customers
- the Yellow Pages.

Restaurants—Continued

RALPH'S LUNCH & SODA BAR

Light Lunches - Sandwiches, etc.
For the Best in Pizzas

Phone orders taken
7 AM to 10 PM - 7 days a week
195 E Main Gloucester-5242

Rockmount

Serving Lunches & Dinners Daily

Atlantic Rd Gloucester-3914

Ship-Ahoy Main Essex-313

Silva Perch Cafe 194 Duncan Gloucester-1145

Studio Restrnt 51 Rocky Neck Av Gloucester-3111

Tavern The 30 Western Av Gloucester-4200

(See Advertisement Preceding Page)

Thatcher Light Restrnt

Thatcher Rd. Gloucester-5497

TIG TOC DONUT SHOPS INC

Light Lunches & Daily Specials

118 Main Gloucester-1460

Wayside Inc

Open Every Day

Full Liquor License

18 Water

White Gull 67 Essex Av Gloucester-1148-M

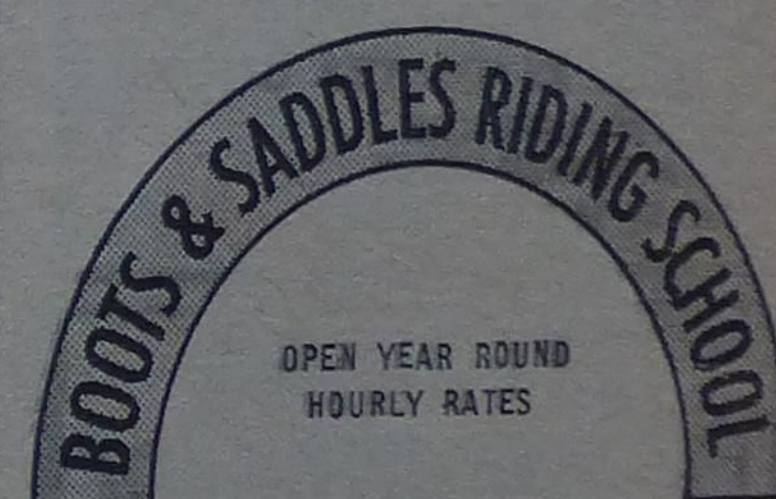
Riding Schools

Boots & Saddles Riding School

Thatcher Rd. Gloucester-5969

(See Advertisement This Page)

That extension telephone is so handy
and costs so little. Order one today.



PRIVATE LESSONS by APPOINTMENT

CALL FOR GROUP
RIDING ACCOMMODATIONS

GLOUCESTER 5969

THATCHER ROAD

Riggers

ERIK'S RIGGING LOFT

ALL KINDS OF RIGGING

LOFT LOCATED AT
Sherman Ruth's Wharf, Gloucester

2 Summer Rockport-2677

Just as road maps give you complete travel information, so the Yellow Pages give you complete buying information.

ROOFING
SIDEWALLING

JOHNS MANVILLE



PRODUCTS

CERTIFIED
APPLICATORS
FOR
JOHNS-MANVILLE
& BIRD



- INSULATED SIDING
 - ALUMINUM COMBINATION WINDOWS
 - 3 YEARS TO PAY
 - NO DOWN PAYMENT
 - FREE ESTIMATES GIVEN
- ASBESTOS - INSULATED
AND ALUMINUM SIDING
FHA - UP TO 3 YRS. TO PAY

STERLING
MODERNIZING INC.

GLOUCESTER 3100

15 BEACH COURT



CHAS. H. HALL

D. B. A.

A. H. ANDERSON CO.
ROOFERSBONDED & GUARANTEED
ROOFS OF ALL TYPES

Patching - Re-roofing - by Contract

WATERPROOFING SPECIALISTS

ABOVE & BELOW GROUND

OFFICE & WAREHOUSE

55 Water St.
Newburyport, Mass.

HO mestead 5-0022

Roofers

ANDERSON A H CO

55 Water, Newburyport HO mestead 5-0022
(See Advertisement This Page)

CITY ROOFING CO

ESTAB. 1914
SLATE - TAR & GRAVEL
ASPHALTSHINGLES - SHEET METAL WORK
GUTTERSSIDEWALL CONTRACTORS
GUARANTEED APPLICATORS FOR ALL
LEADING ROOFING PRODUCTS

20 Loring Av. Salem-6698

GROSSETT H FRED

ROOFING
OF ALL DESCRIPTIONS

Repairing

Full Insurance Coverage

24 Squam Rd. Rockport-2890

Ewell Oscar 6 Forest. Gloucester-3872

HOMART ROOFING—

SEARS ROEBUCK AND CO

83 Main Gloucester-1300

LINEHAN J W ROOFING CO

Topsfield Rd. Ipswich-377
Nally & Alves 27 Beach Rd. Gloucester-4430
Sterling Modernizing Inc

15 Beach Ct. Gloucester-3100

(See Advertisement This Page)

Roofing Materials

BIRD QUALITY ROOFS

ROOFING
SIDING
SILVERCOTE
INSULATION

"WHERE TO BUY IT"

APPLICATOR

Sterling Modernizing Inc
15 Beach Ct. Gloucester-3100

DEALER

NAUSS L B & SONS INC
Railroad Av. Gloucester-195

GROSSMAN'S OF NO SHORE INC

BIRD
NEPONSET PRODUCTS
SHINGLES & ROLL ROOFING

Budget All Purchases of \$10 or More

See Large Adv. At Lumber

2 Washington Ipswich-1060

Nauss L B & Sons Inc Railroad Av - Gloucester-195

Rubber Products

SNYDER M L & SON INC

33 Maplewood Av. Gloucester-258

Rubber Stamps

See Stamps Rubber

Quick as a wink - Yellow Pages.

See front pages for
complete dialing instructions

Rubbish Removal

Balzarini Mario E 43 Curtis. Rockport-3489
Jones Geo F 7 Leighton Ct. Gloucester-2463
Lattof Albert F 183 Main. Rockport-631
Remick Albert R 80 Main. Rockport-2600
Skinner John F 14 Cedar. Gloucester-3937

Rug & Carpet Cleaning

Albany Carpet Cleaning Co
Rugg Rd Brighton
From telephones in Gloucester
ask "Operator" for Enterprise-1234
No Charge on Enterprise calls
From all other telephones
ask "Operator" for Brighton Stadium 2-4200
Regular charge on these calls

CAPE ANN LAUNDRY & DRY CLEANING CO INC

ORIENTAL & DOMESTIC
RUG CLEANERS
ALL RUGS SHAMPOOED WITH
IVORY SOAP
BERLOU MOTH PROOFING
GUARANTEED FOR 5 YEARS
RUGS INSURED AGAINST FIRE & THEFT
21 E Main. Gloucester-524
53 Main. Rockport-524

DURACLEAN FABRIC SPECIALISTS

140 Washington. Salem-7186
Elliott's 195 Main. Gloucester-5133
IPSWICH FAMILY LAUNDRY INC
78 Central. Ipswich-390

Rug Materials

GENERAL STORE

Woolen Materials
20 Main Rockport-3409

Rugs

Sears Roebuck & Co 83 Main. Gloucester-1300
Titus Of Salem 65 Jefferson Av. Salem-2349
Tompkins C F Co 67 Middle. Gloucester-880

Safe Deposit Vaults

CAPE ANN NATIONAL BANK

154 Main Gloucester-5300
Cape Ann Savings Bank 109 Main. Gloucester-246
Gloucester Safe Deposit & Trust Co
Better Safe-Than Sorry
191 Main Gloucester-31

Safes

MOSLER SAFE SALES & SERVICE

FIRE-RESISTANT
SAFES
FIRE-RESISTANT
VAULT DOORS
MONEY SAFES
INSULATED RECORD CONTAINERS
Since 1848

A Complete Line of Office and Home Safes

"WHERE TO BUY THEM"

NORMAN OFFICE SUPPLY

15 Washington. Gloucester-827-W

Need service in a hurry? Use these
Yellow Pages - quickest way to find
what you need.

A retractile cord is neat. This nine-inch
specially-coiled wire expands to a full
four feet when necessary.

Sailmakers

Flygare's Sail Loft rr373 Main Gloucester-3160
(See Advertisement This Page)
INTERNATIONAL SAILMAKERS
Orion-Ducon-Cotton-Making-Cruising
1 Rows Wharf Boston Liberty 2-5197
THOMAS SAIL & AWNING CO INC
rr45 Wharf Gloucester-3220
(See Advertisement This Page)

Sand

Balzarini Lino 87 Riverdale Pk. Gloucester-2986
Balzarini Mario E 43 Curtis. Gloucester-2463
Bernard R & Sons 66 Granite. Rockport-2395
ESSEX SAND & GRAVEL CO
See Our Advertisement Under Contractors
Russell Peabody Jefferson 2-0794
Hagstrom Co Inc 248 Western Av. Gloucester-617
Julian Bros 99 Essex Av. Gloucester-38
McCarthy Contracting Co Inc
40 Raymond Magnolia-1475

Sand Blasting Equipment

Bill's Trucking Southern Av. Essex-477-2

Sandwiches

ANDREW'S LUNCHEONETTE

Sandwiches Made Up
For All Occasions
76 Prospect Gloucester-264
Dave's Coffee Shop 135 Washington Gloucester-3177
521 Sandwich Shop Bearskin Neck Rockport-766
Santoro's Of Gloucester Inc
151 Main Gloucester-1362

Buyers have money-in-hand when they
use Yellow Pages.

FLYGARE'S SAIL LOFT

SAILS - TENTS

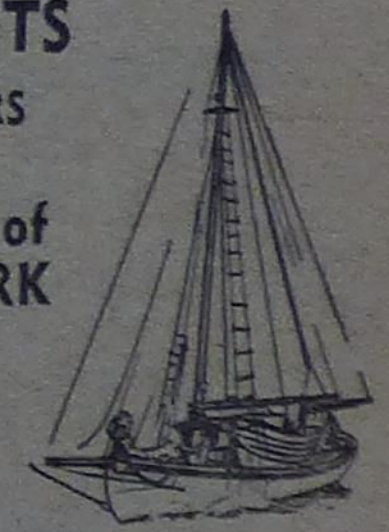
TRUCK COVERS
HAMMOCKSand All Kinds of
CANVAS WORK

Telephone

3160

Rear 373 MAIN ST.

GLOUCESTER, MASS.

Thomas Sail & Awning
CO. INC.

★ SAILS ★
MADE & REPAIRED
For All Classes & Types
of Boats

TRUCK COVERS
CANOPIES
BOAT COVERS
AWNINGS

Gloucester 3220

RR. 45 Wharf St.



Saw Filing

ADAMS SHARPENING SERV

HAND & CIRCULAR SAWS
MACHINE SHARPENED
DAILY PICK-UP & DELIVERY
OPPOSITE MANCHESTER DEPOT
JUST PHONE

10 Summer Manchester-861

Saws

MC CULLOCH POWER CHAIN SAWS

Standard of the Woods
A Power Saw for Every
Wood-Cutting Need and Budget



"FOR INFORMATION CALL"

DAY'S OUTBOARD SERVICE
444 Washington, Gloucester-395-M

Use these Yellow Pages like a dictionary. Products and services are listed alphabetically.

Need service in a hurry? Use these Yellow Pages - quickest way to find what you need.

SALES SALES
more **SALES** EVERY YEAR --- THE

YELLOW PAGES
PROMOTE MORE SALES
FOR MORE BUSINESSES

95% of the public use the Yellow Pages
98% of Industrial buyers use the Yellow Pages

CALL YOUR BUSINESS OFFICE

New England
Telephone & Telegraph Company

Scales

TOLEDO SCALE CO

Headquarters For All Types

SCALES

FOOD STORE MACHINES
KITCHEN EQUIPMENT

SERVICE & REPAIRS - ALL MAKES

268 S Broadway, Lawrence MU rdock 2-7178

Scales—Repairing

Cape Ann Scale Co 110 Duncan Gloucester-2659

Schools

CHANDLER SCHOOL FOR WOMEN

448 Beacon Boston CO mmonwealth-6-7531
Dominican Sisters St Mel's School

Edgemoor Rd. Gloucester-1700
Malloch's Auto Schl

371 Western Av Gloucester-379
O'Brien's Driving Schl 3 Tudor Rd Beverly

From telephones in Gloucester
ask "Operator" for Enterprise-5650

No charge on Enterprise calls
From all other telephones
ask "Operator" for Beverly-1200

Regular charge on these calls
Pinehurst Kindergtn & Nursery School

640 Essex Av.—Gloucester-5623

Distant-talking telephones allow you to carry on a regular telephone conversation at a distance without actually holding the telephone. They are a boon to busy executives.

See front pages for
complete dialing instructions

Schools—Business

SALEM COMMERCIAL SCHOOL

254 Essex, Salem-1960

Secretarial Service

Telephone Answering Serv of Gloucester
52 Harrison Av Gloucester-5200

Septic Tanks

MAURICE CONCRETE PRODUCTS

PERMA-TANK

300 to 1,000 Gals. Cap.

Distributing Boxes

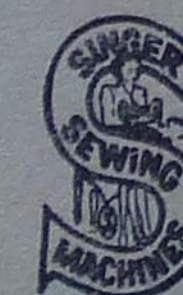
Dry Well Covers

Haverhill Rd Amesbury-1509

Sewing Machines

SINGER SEWING MACHINES

Only SINGER offers all three
—Straight, Slant, and Swing-
Needle (Zigzag). Look for the
famous Red "S" and "SINGER"
trademarks for authorized
Singer Sales and Service.



"WHERE TO BUY IT"

Singer Sewing Machine Co
159 Main Gloucester-2823

Sheet Metal Workers

Andrews L E & Co 42 Rogers Gloucester-645

MODERN HEATING & VENTILATING CO

WE DO ALL TYPES OF

SHEET METAL WORK

MARINE - INDUSTRIAL - RESIDENTIAL

"Gloucester's Most Complete Sheet Metal
Shop"

20 Rogers Gloucester-5454

PETERSON LAWRENCE N

Successor To L E Smith
Plumbing & Heating

12 Water Gloucester-560
Scott Walter T 8 Knowlton Sq. Gloucester-442

Ship Builders—Repairing

Carroll & Doucette Inc

rr47 Wharf Gloucester-5951
Gloucester Marine Railways Corp
9 Wharf Gloucester-2775

Distant-talking telephones allow busy office-workers, dispatchers, secretaries and executives to carry on a regular telephone conversation while both hands are left free for other tasks.

General mobile telephone service provides two-way telephone service between any regular telephone and any mobile unit.

Ship Chandlers

Atlantic Supply Co 29 Wharf Gloucester-3340
Favazza Frank P 37 Commercial Gloucester-1618
GLOUCESTER GROC & BOAT SUPPLY INC 17 Rogers Gloucester-4376

Joyce T J off Pond Gloucester-554
3 Bruce Pl Gloucester-991
North Atlantic Grocery & Boat Supply Co 82 Commercial Gloucester-4103

United Fisheries Co
Agents For Kinney Clutch
405 Main Gloucester-910

WESTERBEKE FISHING GEAR CO INC
Distributors of
GRIMSBY NETS

FLOATS - FITTINGS

WIRE & MANILA ROPE

MARINE HARDWARE

52 Duncan Gloucester-3542

Shoe Repairing

Kyrrouz's Shoe Repair Shop
135 Main Gloucester-4650

Shoes

BARGAIN SPOT

REJECTS &
CANCELLATIONS

SHOES & RUBBERS FOR
MEN - WOMEN - CHILDREN
Cor. Water & Main

209 Main Gloucester-4323

Broad's Shoe Store 131 Main Gloucester-2462
Brown's Walk-Over Shoe Shop
127 Main Gloucester-912

BUSTER BROWN SHOES—

BROWN WM & CO
186 Main Gloucester-204

DICK'S SHOE SHOP

Est. 1922

JUMPING JACK CHILD LIFE
CLINIC ENNA JETHICKS
NUNN BUSH BOY SCOUT
TOP SIDERS KIDS

S & H GREEN STAMPS
9 Center Gloucester-3598

PHILIP WINE SHOES

FLORSHEIM

STRIDE RITE

NATURALIZER

WRIGHT ARCH-PRESERVER

Sperry Top-Siders - Keds

103 Main Gloucester-4343

Stone's Shoe Store
Florsheim Shoes For Men
297 Union LYnn 3-8660

Shoes—Orthopedic

Dick's Shoe Shop 9 Center Gloucester-3598
Philip Wine Shoes 103 Main Gloucester-4343

When people consider buying make sure they consider you - advertise in the Yellow Pages.

Side Wall Covering

G & E ALUMINUM CORP
Englewood Rd. Magnolia-1295
(See Advertisement This Page)

HOMART ASBESTOS SIDING—
SEARS ROEBUCK AND CO
83 Main Gloucester-1300

NORTH SHORE ALUMINUM PRODS
rr62 Perkins Gloucester-1762

STERLING MODERNIZING INC
Asbestos - Insulated
and Aluminum
SIDEWALL COVERINGS
BIRD & JOHNS-MANVILLE
F H A - 3 YRS. TO PAY
FREE ESTIMATES - NO OBLIGATION
15 Beach Ct. Gloucester-3100

Sightseeing Tours

West End Taxi Service 44 Main... Gloucester-3200

Signs

LESLIE SIGN SYSTEM INC
ESTABLISHED 1905
DESIGNERS, MANUFACTURERS &
ERECTORS OF NEON AND ALL SIGNS
COMPLETE SIGN SERVICE ON
NORTH SHORE & ENTIRE ESSEX COUNTY
Office - Factory - Window - Truck - Card
Paper - Metal - Real Estate Signs
Gold & Silver Leaf Work
11 Derby Sq. Salem-2360

Salem Sign Co 230 Highland Av. Salem-1964
(See Advertisement This Page)

G & E ALUMINUM CORP.
ENGLEWOOD ROAD
MAGNOLIA 1295

SIDING

LIFE SAVER FOR
YOUR HOME

ALUMINUM SIDING
SALES-INSTALLATIONS
COMBINATION
WINDOWS & DOORS

ROOFING - JALOUSIES - AWNINGS
ALL TYPES OF SIDING

SALEM SIGN CO.

SALEM 7 SIGN CO.

Mfrs. of NEON & ILLUMINATED
PLASTIC SIGNS. Signs of every
Description. Complete Maintenance Service
230-232 Highland Ave. Salem 1964

Slip Covers

Curtain Shop 139 Main... Gloucester-555
Elliott's 195 Main... Gloucester-5133
HARRIS D F & SONS INC
26 Wharf Gloucester-190

Social Services

Mass Soc Prev Cruelty to Children
8 Angle Gloucester-4486
Salvation Army 23 Pleasant... Gloucester-2764

Speech Correction

INSTITUTE FOR SPEECH CORRECTION
419 Boylston Boston CO play 7-3838

Sporting Goods

Gray Chas J & Sons Inc 129 Main... Gloucester-88
Sears Roebuck and Co 83 Main... Gloucester-1300

Sportswear

Adasko Fashion Shop 158 Main... Gloucester-567
Fili-Gardner Apparel Shop 10 Main Rockport-3535
Frost D O Co 33 Maplewood Av. Gloucester-258
Gloucester Mfg Co 403 Main... Gloucester-4145
North Shore Sportswear Co 10 Pearce Gloucester-2440
Vita Creations Inc
Women's & Misses Sportswear
10 Pearce Gloucester-6012

Spring Water

RAVENWOOD SPRING WATER
FAMOUS RAVENWOOD
SPRING WATER
Quick Delivery Service
10 Decatur Gloucester-1778

Springs—Automobile—Repairing

SALEM AUTO SPRING SERVICE
COMPLETE BRAKE SERVICE
BENDIX HYDROVAC
Sales & Service
"BEE LINE" ALIGNMENT
TRUCK - AUTO - BUS and TRAILER
FRAMES - AXLES and KNEE-ACTION
STRAIGHTENED ON CAR
rr63 Bridge Salem-4176

Stamps—Rubber

Phoenix Rubber Stamp & Printing Co
Stamps Stencils & Printing
74 Summer LY nn 5-0149

Mobile telephone service provides
communication between mobile units
and any telephone reached by the Bell
System, or between two mobile units.

Teletypewriter customers type back
and forth on the same connection,
making inquiries and receiving imme-
diate replies.

Stationery

ALLEN STATIONERY CO

LARGEST STATIONER
AND
OFFICE SUPPLY HOUSE
ON THE NORTH SHORE
Free Delivery
110 Munroe LY nn 3-9720

Haraden House 14 Leonard... Gloucester-5015
Norman Office Supply
Everything For The Office
15 Washington Gloucester-827-W
Wright Margaret B 108 Main Gloucester-1100
(See Advertisement This Page)

Steel

CARPENTER E K CO INC
See Adv At Steel Fabricators
28 Harbor LYnn 2-8360

NORTH SHORE STEEL CO

STRUCTURAL
ENGINEERING
STEEL FABRICATION
FIRE ESCAPES
LIGHT IRON
WELDING
773 Western Av LY nn-8-1645

Steel Buildings

BUTLER STEEL & ALUMINUM BUILDINGS—
NEW ENG ERECTING CO INC
555 Mt Auburn Watertown 4-0740

Steel Fabricators

CARPENTER E K CO INC
• STRUCTURAL STEEL
DETAILED
• FABRICATED & ERECTED
• WELDING
• FIRE ESCAPES
28 Harbor LY nn 2-8360

Steeple Jacks

BELLEAU METAL WKS INC
Chimney Builders - Roofing
Sheet Metal Work
Interior Decorating
Exterior Painting
Expert on Churches &
Industrial Plants
125 Canal Salem-3730

Stone—Crushed

ESSEX SAND & GRAVEL CO
Russell Peabody Jefferson 2-0794

Storage

ANDY'S DELIVERY SERV
19 Pearl Gloucester-3601-W
DUNN D W STORAGE CO
3175 Washington Boston Hancock 6-8000

Your own gold mine - an ad in the
Yellow Pages.

Storage—Household

Lane Everett T Co
457 Washington Gloucester-4021-W

Store Fronts

NORTH SHORE GLASS & MIRROR CO
111 Canal Salem-1131

Stoves

**KENMORE RANGES & STOVES SALES &
SERVICE—**
SEARS ROEBUCK AND CO
83 Main Gloucester-1300

Stucco

Faulk Bros Inc 35 Whittemore Gloucester-1771

Surgeons

See Physicians & Surgeons (M.D.)
also Physicians & Surgeons—
Osteopathic (D.O.)

Surgical Appliances

Curtis & Spindell Co Inc 205 Oxford LY nn 5-3510
(See Advertisement This Page)

Surplus & Salvage Merchandise

Universal Wrecking Corp 299 Bridge Salem-0124

Surveyors

Michellini Arthur L Arbella Manchester-714

**STATIONERY
COMMERCIAL & SOCIAL**

Margaret B. Wright

GREETING CARDS
AND GIFTS
OFFICE EQUIPMENT
Lending Library

108 MAIN ST.
GLOUCESTER
1100

CURTIS & SPINDELL CO. INC.
"North Shore's Oldest Surgical House"
Serving North Shore for over 50 Years
Makers of

SURGICAL APPLIANCES
• ELASTIC STOCKINGS
• TRUSSES
• SURGICAL BELTS and CORSETS
Wheel Chairs • Hospital Beds

To Rent and for Sale
DELIVERY SERVICE
★ Tel. LY nn 5-3510
203-205 OXFORD ST., LYNN, MASS.

Tables—Renting

HIGHLAND CHAIR SERVICE CO
425 School Lowell GL enview 2-5721

Tailors

COZZI OF NEW YORK LTD

The House of Fine Tailoring
Custom-Made &
Ready To Wear

"If It Isn't Ultra Smart —
It Isn't Cozzi's"

Lexington Av Magnolia-1434

DeMarco's Cleaners

103 Washington, Gloucester-4464
Gloucester Tailors 176 Washington, Gloucester-199
Strand Dye House 45 Main, Gloucester-2563

Tailors—Custom

Cozzi Of New York Ltd

Lexington Av. Magnolia-1434

Taverns

Cameron's Restaurant 206 Main, Gloucester-707
Fat's Walla's Tap Room Inc
Choice Liquors
14 Main Gloucester-704
Hollywood Inn Northern Av. Essex-169
Hydaway 72 Duncan, Gloucester-1232
Pier Cafe 10 Parker, Gloucester-3030

Tax Return Preparation

Harney Wm T 219 Main, Gloucester-6153

Taxicabs

BROADWAY TAXI OF ROCKPORT INC

71 Granite Rockport-914
Brown Ralph C 345 Main, Gloucester-4497

BROWN'S CITY TAXI SERV

345 Main Gloucester-27
(See Advertisement This Page)

Central Taxi 70 Maplewood Av, Gloucester-29
(See Advertisement Next Page)

CITY TAXI SERVICE 345 Main, Gloucester-27

GLOUCESTER CAB CO INC

TAXI

374

392 Main Gloucester-374

MADRUGA'S TAXI 345 Main, Gloucester-673

Mitchell's Taxi 326½ Main, Gloucester-24

(See Advertisement on Page 94)

Rosie's Taxi rr14 Parker, Gloucester-4646

(See Advertisement on Page 94)

West End Taxi Service 44 Main, Gloucester-3200

(See Advertisement on Page 94)

CONTINUED ON PAGE 94

Distant-talking telephones allow you to carry on a regular telephone conversation at a distance without actually holding the telephone. They are a boon to busy executives.

CENTRAL TAXI

RAIN or



SHINE

GLOUCESTER

CALL

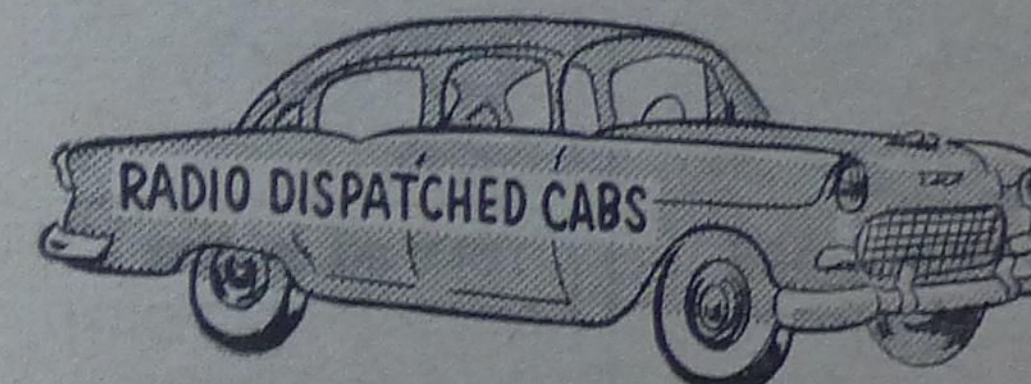
29

OR

4800

3500

WEDDINGS



FUNERALS

THURSTON'S TAXI
Owned & Operated by Joseph N. Silva

70 MAPLEWOOD AVE.

BROWN'S CITY TAXI SERVICE

TAXI TAXI

FORMERLY
MADRUGA'S
TAXI



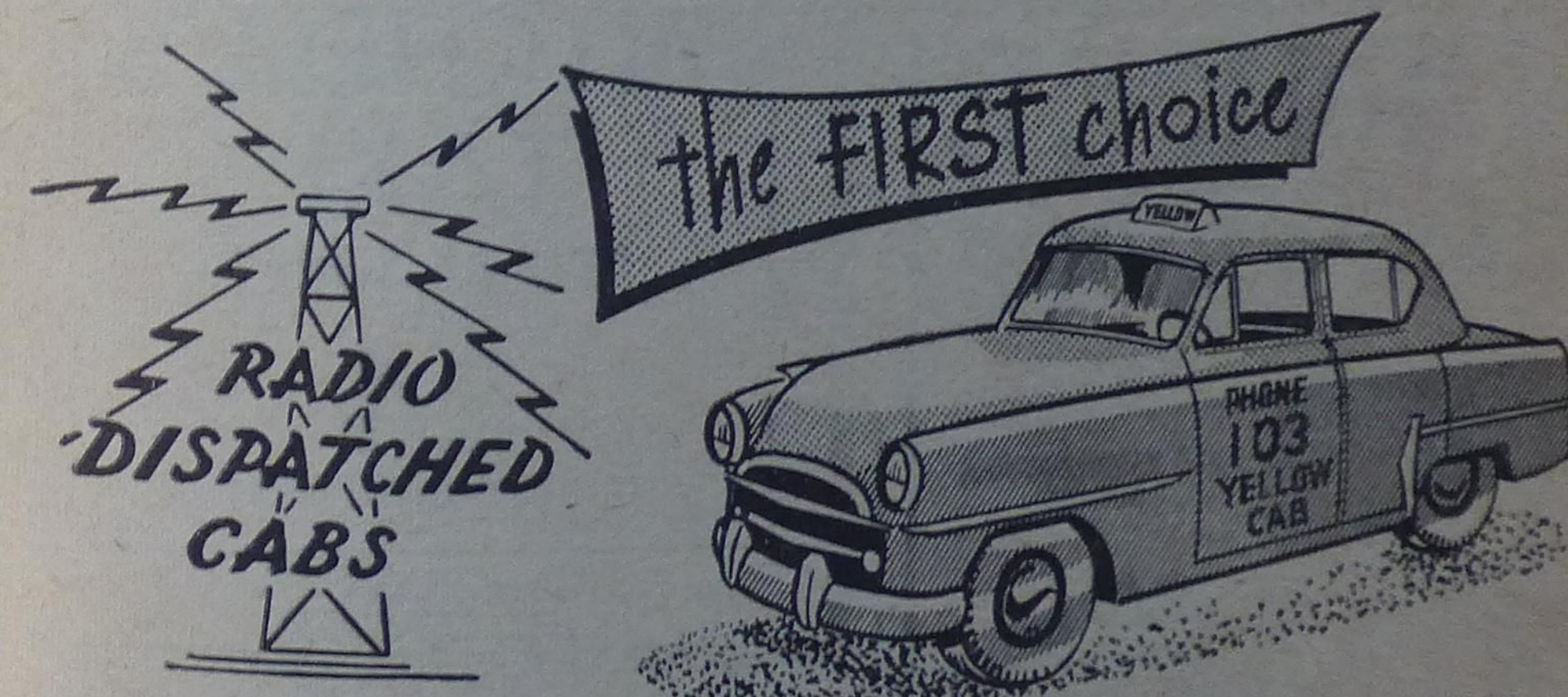
TWO WAY RADIO FOR
PROMPT, EFFICIENT
SERVICE



RALPH C. BROWN, PROP.
CAUTIOUS, COURTEOUS
DRIVERS

TEL. GLOUCESTER **673-27**

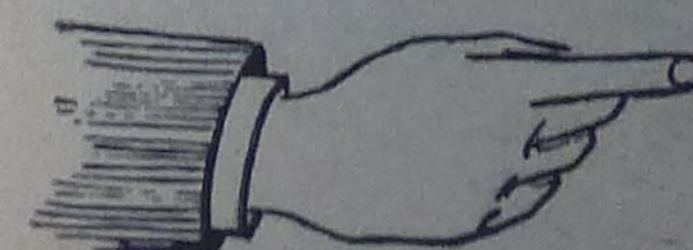
STAND - 345 MAIN ST., TOP OF UNION HILL



YELLOW CAB CO.

14 PEARL STREET

TEL. **103**
GLOUCESTER



SERVING GLOUCESTER AND SUBURBAN RESIDENTS

West End TAXI SERVICE

7 Passenger
Limousines
For Funerals
& WEDDINGS

CALL
DAY or NIGHT

Gloucester
3200

RADIO DISPATCHED CABS
SENT ANYWHERE - ANYTIME
STAND AT 44 MAIN ST.
GLOUCESTER

YANKEE CAB SERVICE

24 HOUR
SERVICE

113 WASHINGTON
STREET



CALL
FOR A
YANKEE
CAB

GLOUCESTER 4477

Taxicabs—Continued

YANKEE CAB SERVICE

113 Washington Gloucester-4477

(See Advertisement This Page)

YELLOW CAB CO 14 Pearl Gloucester-103

(See Advertisement Preceding Page)

YELLOW CAB CO

TAXI
103

14 Pearl Gloucester-103

Telegraph Companies

Western Union Teleg Co

To send a telegram cablegram or radiogram
at any time

Ask "Operator" for..... Western Union

Telephone Companies

New Eng Tel & Tel Co 14 Elm Gloucester-9900

When people want emergency service -
they look first in the handy Yellow
Pages.

Your ad in the Yellow Pages tells your
sales story to people shopping for good
buys.

MITCHELL'S TAXI

"TO BE SURE"
CALL

24

IF BUSY CALL 3121

326½ MAIN ST.
GLOUCESTER

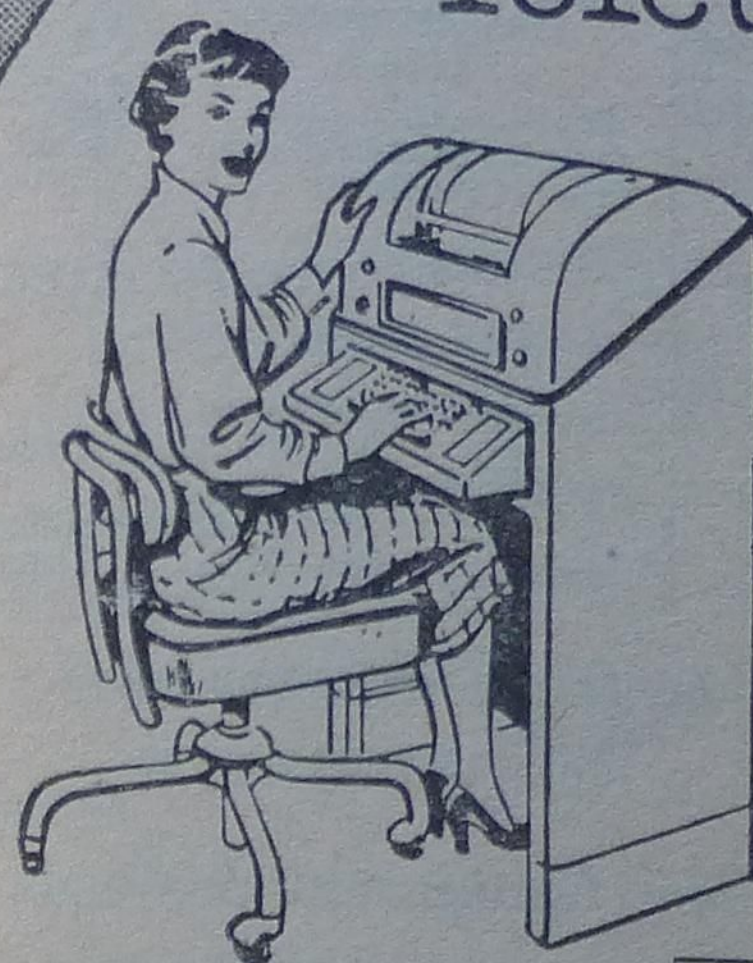
ROSIE'S TAXI



4646

rr14 PARKER ST.
GLOUCESTER

Teletypewriter Service



BELL SYSTEM TELETYPEWRITER SERVICE

for fast - accurate - written communications

OUTSTANDING FEATURES

- 100 words per minute • 24-hour service
- Speed • Two-way communication
- Accuracy • Acknowledgement of messages
- Simplicity • Privacy • Low cost
- Multicopy - your own forms

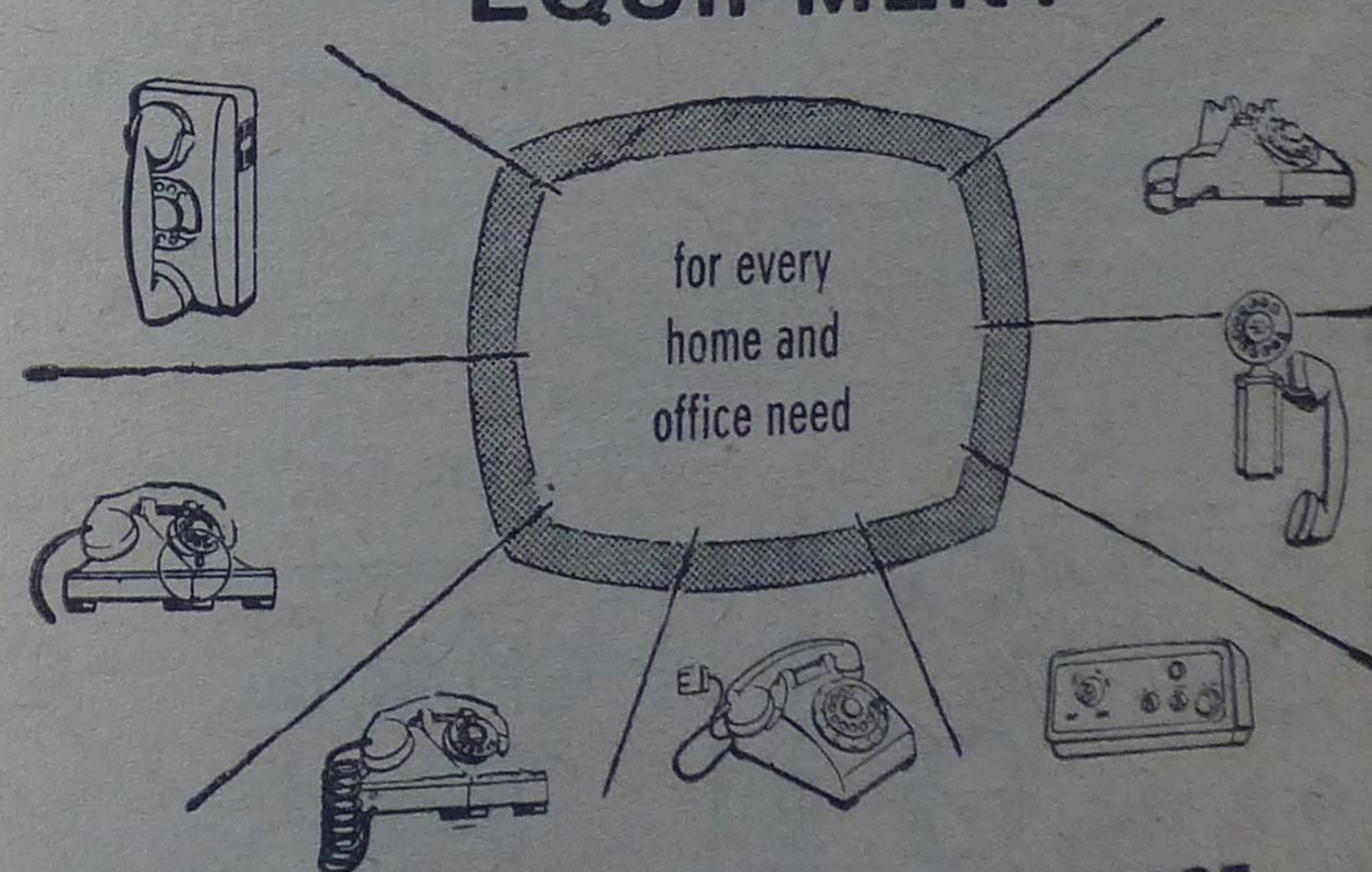
Also Available - Private Line Teletypewriter Service

CALL YOUR BUSINESS OFFICE

New England

Telephone & Telegraph Company

BELL SYSTEM COMPLETE TELEPHONE EQUIPMENT



for every
home and
office need

CALL YOUR BUSINESS OFFICE

New England
Telephone & Telegraph Company

Telephone Secretarial Bureaus

Telephone Answering Service of Gloucester
52 Harrison Av Gloucester-5200
(See Advertisement This Page)

Television Dealers

GENERAL ELECTRIC TELEVISION

Top performance TV in a wide range of prices, cabinet styles and finishes. Look to General Electric for the latest TV improvements.



PROGRESS IS OUR MOST IMPORTANT PRODUCT

"WHERE TO BUY THEM"

DEALER

Morton A L Co Inc
1 Railroad Av Gloucester-4330

MAGNAVOX TELEVISION SALES

Finest High-Fidelity pictures and sound, Chromatic Optical Filter, Multiple Speakers, Superpowered dependable chassis in wide selection of fine furniture-models. Also High-Fidelity Radio-Phonographs.

Magnavox

"WHERE TO BUY THEM"

Sandler's Inc 136 Main Gloucester-3756

MOTOROLA TELEVISION

COLOR TV **MOTOROLA**
and **TV**
BLACK & WHITE

Television with — PROVEN DEPENDABILITY
Newest developments — Beautiful Cabinetry
Fine Reception — Priced for every budget.

"WHERE TO BUY THEM"

DEALERS

Almy Bigelow & Washburn Inc
199 Main Gloucester-5810
CAPE ANN TELEVISION SERV INC
53 Duncan Gloucester-1075
Tel-Rad Co 133 Main Gloucester-89

Pratt's Radio & Television Co
73 Main Rockport-3251

Yellow Pages listings pay.

BUSINESS - PROFESSIONAL MEN
ARE YOU MISSING
IMPORTANT PHONE CALLS?

24 HOUR
ANSWERING
SERVICE

SECRETARIAL SERVICE
FOR COMPLETE
DETAILS CALL
— SPECIAL —

8 Hrs. a Day - 6 Days A Week - Answering Service
TELEPHONE ANSWERING SERV. OF GLO.

52 HARRISON AV. **GLOUCESTER 5200**



Television Dealers—Continued

RCA VICTOR

TELEVISION
RADIO, PHONOGRAPHS
TAPE RECORDERS
RECORDS

World Leader in Radio.
First in Recorded Music.
First in Television.



"WHERE TO CALL"

DEALERS

Almy Bigelow & Washburn Inc
199 Main Gloucester-5810
Hall's Radio Shop
30 Washington Gloucester-779
Sandler's Inc 136 Main Gloucester-3756

SILVERTONE TELEVISION SALES & SERVICE

SEARS ROEBUCK AND CO
83 Main Gloucester-1300

Television Equipment & Parts

Hall's Radio Shop 30 Washington Gloucester-779

TEL-RAD CO

PETER J. KTISTES, Prop.
GRADUATE ELECTRICAL ENGINEER
TELEVISION SERVICE - PARTS &
INSTALLATIONS FOR ALL MAKES
OF TELEVISION RECEIVERS
TELEVISION RENTALS

133 Main Gloucester-89
Residence Gloucester-1996

Television Equipment & Parts—Whol & Mfrs

Young & Young Of Lawrence Inc
198 Bway Lawrence MU rdock 7-7171

Television Service

ALMY BIGELOW & WASHBURN INC
199 Main Gloucester-5810
Cape Ann Television Serv Inc
53 Duncan Gloucester-1075
Custom Television Serv Western Av Essex-229
Essex Radio & Television Serv Martin Essex-340-3
Morton A L Co Inc 1 Railroad Av Gloucester-4330
Parkhurst Radio Shop 238 Main Gloucester-34
Prompt Television & Radio Service
6 Addison Gloucester-3321

Shoppers use the Yellow Pages.

Portable
Telephone



For details call your
Telephone Business Office

Television Service—Continued

RCA TELEVISION SERVICE

FACTORY BRANCH
SERVICE
EXCLUSIVELY
FOR
RCA VICTOR
TELEVISION



"FOR SERVICE CALL"

RCA SERVICE COMPANY INC
46 Balmoral Andover Salem-2266

Tel-Rad Co 133 Main Gloucester-89

Tennis Court Construction

BERKSHIRE TENNIS COURT CONSTR CO
River Lee-758-M

Theatres

NORTH SHORE THEATRE
233 Main Gloucester-1936
Strand Theatre 73 Main Gloucester-2120

Tile Contractors—Ceramic

Elliott's 195 Main Gloucester-5133
HALLMARK FLOORING INC
281 Cabot Beverly-4304

Tile Contractors—Non-Ceramic

CARL & GLOVER 397 Main Gloucester-3940
(See Advertisement This Page)
Elliott's 195 Main Gloucester-5133
Paelli Louis H
Distributors & Applicators Aluminum
Wall Tile
6 Andrews Gloucester-5766
Trafton's Linoleum Shop
32 Mt Pleasant Rockport-2507

Time of Day Service

TELL TIME SERV Gloucester-3829

Tires

ARMSTRONG TIRES

Specialists in Quality
Tires & Tubes Since 1912
PASSENGER
TRUCK
FARM



"Unconditionally Guaranteed"

"WHERE TO BUY THEM"

DISTRIBUTOR

Morton A L Co Inc
1 Railroad Av Gloucester-4330

AUTOMOTIVE DISTRIBUTORS INC

FIRESTONE - TIRES

Complete Line of
Automotive Equipment
Welding Equipment, etc.

290 Main Gloucester-4777

Dock Square Garage 21 Dock Sq Rockport-2212

Quick as a wink - Yellow Pages.

Tires—Continued

GOODRICH B F TIRES

LIFE-SAVER
TUBELESS TIRES



New and Used Tires - Recapping - Tire Service

"WHERE TO CALL"

CARR & ELLIOTT
34 Railroad Av Gloucester-2300

GOODYEAR TIRES

More people ride on
Goodyear Tires than on
any other kind.



Let the Goodyear dealer
be your Tire Service
Headquarters.

"WHERE TO BUY THEM"

Morton A L Co Inc
1 Railroad Av Gloucester-4330

Gove's Gulf Station
132 Washington Gloucester-2607
Tally's Serv Sta 7 Main Gloucester-773

Use these Yellow Pages like a dictionary. Products and services are listed alphabetically.

CARL & GLOVER

TILE CONTRACTORS



Armstrong's
Linoleum

Church Tile
PLASTIC WALL
FREE ESTIMATES
EXPERIENCED MEN

Get Our Price
Before You Buy!

GOOD LINOLEUM
deserves **GOOD INSTALLATION**
WILTON CARPETS by HOLMES

IN BEVERLY 6217
397 Main St. **Gloucester 3940**

Tobacco

Brown H C Inc
Wholesale Tobacco
447 Main Gloucester-2830

Tools

MALL PORTABLE POWER TOOLS—
INDUSTRIAL BLACKSMITH SHOP
107 Eastern Av. Gloucester-3760

Tools—Mfrs

Murmac Manufacturing Co 80 Grove Gloucester-1360

Tourist Agencies

See Travel Agents

Tourists Cottages & Cabins

Quarry Motor Lodge 85 Granite Rockport-3494

Tourists' Homes

House of Erwin 2 King Rockport-2352
Linden Tree 26 King Rockport-2494

MANSION HOUSE

BASS ROCKS, GLOUCESTER
The Guest Home with the Charm
and Dignity of Yesterday Combined
with the Modern Conveniences of Today
Opposite The Bass Rock Golf Club
BREAKFAST 2 Minutes to Beach
27 Beach Rd. Gloucester-4625

Towel Service

Bell Linen Service Inc
70c Long Beach Gloucester-4447
MITCHELL'S COAT & TOWEL SUPPLY
Warwick Rd Gloucester-971

MORGAN LINEN SERVICE INC

RENT
COATS - APRONS
TOWELS

Complete Linen Service

9 Hubbard MA Iden 4-1120

Towing Service—Automobile

Noseworthy's Serv Sta Inc
387 Main Gloucester-4499
TALLY'S SERVICE STATION
A A Approved Service
7 Main Gloucester-773
THURSTON GEORGE W INC
6 Pearce Gloucester-2400

Toys

Curtis Toy Store 8 Pleasant Gloucester-5252
Haraden House 14 Leonard Gloucester-5015

Tractors

Sawtelle Bros Mower Mart
594 Broadway SA ugus 8-2000
Shawsheen Equipment Co
Authorized Ford Tractor Sales & Service
42 Balmoral Andover-2166

Surveys show that buyers are attracted to well-planned, attractively-illustrated ads in the Yellow Pages.

Trailers—House

BAY STATE TRAILER SALES
E Main Merrimac Fireside 6-5711

Travel Agents

Dewing Travel Serv
4 State Newburyport Mass
From telephones in Gloucester
ask "Operator" for Enterprise-5784
No charge on Enterprise calls
From all other telephones
ask "Operator" for
Newburyport HO mestead-5-7771
Regular charge on these calls

KIMBALL TRAVEL CENTER

AIRPLANE, BUS, STEAMSHIP, RAIL
TICKETS - RESERVATIONS
OFFICIAL AGENTS ALL LINES
Tariff rates - no service charge
CRUISES - TOURS - TRIPS
Resorts, Vacations & Travel everywhere
Travel Advisors For Nearly 50 Years
7 Central Salem-0042

SMITH BOB AGCY

Cape Ann's Only Travel Bureau
AIRPLANE - BUS - STEAMSHIP - RAIL
TRIPS - TOURS - CRUISES - VACATIONS
OFFICIAL AGENTS
(All Lines & Hotels Worldwide)
BEST ACCOMMODATIONS AT
LOWEST PRICES
16a Pleasant Gloucester-3305

Tree Service

AJAX TREE EXPERTS INC
TREE & LANDSCAPE
EXPERTS
FULLY INSURED - FREE ESTIMATES
NO TRAVELING CHARGE
(CALL COLLECT)
After Hours Lawrence MU rdock-8-7355
Main Andover-3000

AMALIA TREE SURGEONS INC

COMPLETE TREE SERVICE
WITH
A SENSIBLE ATTITUDE
TOWARD COST
INSPECTION GRATIS
5 Elm Manchester-300

BARTLETT TREE EXPERTS—
BARTLETT TREE EXPERTS

Call At Our Expense
640 Hale Beverly Farms-250

Corliss Bros Inc Reynard Gloucester-513
DODGE ASSOCIATES INC
268 Main Wenham Hamilton-858
Gloucester Tree Serv Fernald Gloucester-6076
RALSTON TREE SERV INC
525 Islington, Portsmouth N H GE neva 6-5436

Lamps and visual signals are available for your telephone service. Customers with more than one telephone line find them of great value in determining which line to answer.

Truck Agencies & Dealers

DODGE JOB-RATED TRUCKS

MEAN ...
"A BETTER DEAL FOR
THE MAN AT THE WHEEL"

Fit the Job ... Save Money
Last Longer
Sales, Service and Factory
Engineered parts

"FOR INFORMATION CALL"

THURSTON GEO W INC
6 Pearce Gloucester-2400

FORD AUTHORIZED SALES & SERVICE

FORD TRUCKS

LAST LONGER

SERVICE ALWAYS NEAR-BY!

"FOR SERVICE CALL"

STEVENS MOTOR SALES INC
95 Bass Av Gloucester-850

INTERNATIONAL MOTOR TRUCKS—
TALLY'S AUTO SALES INC

2 Washington Gloucester-549

Truck Covers

Flygare's Sail Loft rr 373 Main Gloucester-3160

Trucking

ANDY'S DELIVERY SERVICE

19 Pearl Gloucester-3601-W
Balzarini Antonio 257 Granite Rockport-2180

BALZARINI MARIO E

GENERAL TRUCKING

SAND - GRAVEL - FILLING

LOAM & MANURE

CESSPOOLS

PUMPED OUT & CLEANED

RUBBISH REMOVAL

43 Curtis Rockport-3489

Bertie's Trucking Inc rr417 Main Gloucester-1950

BOSTON GLOUCESTER EXPRESS

Howard F. Bennett - Raymond L. Dodge
DAILY EXPRESS SERVICE
BOSTON to GLOUCESTER
and All Intermediate Points
Pick-up & Delivery Throughout the City
GENERAL MERCHANDISE
CARLOAD LOTS
Boston Terminal Boston CA pitol 7-4790
35 Pearl Gloucester-1678

Cape Ann Transport Co Inc
2 Cleveland Gloucester-1189

Wharf ofc rr405 Main Gloucester-4672

(See Advertisement This Page)

Cape End Trucking Inc
4 Cleveland Pl Gloucester-5555

Coyle J Inc 2 Main Gloucester-3800

ELLIOT A J TRANS CO
Rowe Sq Gloucester-5441

Fogg's Exp Inc
376 Quincy Av Braintree VI ctor 3-0430

(See Advertisement This Page)

Customers new to this area look in the Yellow Pages.

Trucking—Continued

Gloucester Fish Transport Inc
Hale Distrib Co 219 1 Duncan Gloucester-4992
Harrison Dispatch Co Gloucester-6104
JULIANO BROS rr95 E Main Gloucester-4244
(See Advertisement This Page) Gloucester-6099
Lattof Albert F 183 Main Rockport-631
Trioli Trucking Co 37 Rogers Gloucester-5760
Union Transportation Co Inc
106 Eastern Av Gloucester-2820

Trusses

Curtis & Spindell Co Inc
Private Fittings By Qualified Specialists
205 Oxford LY no 5-3510

CAPE ANN TRANSPORT
CO., INC.

JOHN J. BROWN
(Brownie)
Pres. & Manager



FISH TRANSPORTATION

NEW YORK - PHILADELPHIA - BALTIMORE
2 CLEVELAND ST., GLOUCESTER

OFFICE: TEL. GLOUCESTER 1189

NIGHTS: CALL GLOUCESTER 2070

rr 405 MAIN ST., GLOUCESTER

TEL. GLOUCESTER 4672

FOGG'S
EXPRESS INC.

ESTABLISHED 1886

DAILY SERVICE

BOSTON - NORTH SHORE - SOUTH SHORE

Straight Loads to all points in Mass.

BRAINTREE 276 QUINCY AVE. VI ctor 3-0430

BOSTON 58 BROAD ST. HA ncock 6-9870

GLOUCESTER 7 EXCHANGE ST. Gloucester 4142

Refrigerator Service



Fish & Other Perishable Commodities - To & From
MAINE - MASS. - CONN. - NEW YORK
NEW JERSEY - PHILADELPHIA

JULIANO BROS.
Call GLOUCESTER 6099

PORTLAND OFFICE SP roce 2-8327
rr 95 E. MAIN ST. GLOUCESTER, MASS.

Turkey Raisers

Tucker's Farm
Oven Ready Turkeys Year Round
28 CherryGloucester-133

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ALPER'S CLOTHING STORE

TUXEDOS - FULL DRESS
WHITE TUXEDO COATS
MORNING SUITS

Complete With Accessories

Open Evenings by Appointment
(After 6 PM Call 3960)

222 MainGloucester-299

Twine

Ederer Div-Linen Thread Co Inc
105 Maplewood Av. Gloucester-360

GOLD MEDAL TWINES—
LINEN THREAD CO INC
105 Maplewood Av. Gloucester-5260

Typewriters

ALLEN STATIONERY CO

110 Munroe LY nn 3-9720
(See Advertisement This Page)

CONNERY-KAVANAUGH CO

132 Munroe LYnn 5-1890
Essex County Typewriter Co 8 Elliott Beverly-1051
General Office Equipment Co 22 Federal Salem-3100
(See Advertisement This Page)
King's Typewriter Shop Inc 22 Federal Salem-3100

Yellow Pages save you money.

ALLEN STATIONERY CO. EXCLUSIVE AGENTS FOR

SMITH-CORONA TYPEWRITERS
IN ESSEX COUNTY
Sales • Rentals • Repairs

ADDING MACHINES
All Makes • Hand & Electric
All Makes of Portable
and Standard Typewriters
Bought - Sold
Rented & Repaired

• OFFICE SUPPLIES •

New Portable Typewriters may be Rented for \$1.25 Weekly
110 MUNROE ST., LYNN LY nn 3-9720



GENERAL OFFICE EQUIPMENT CO.
BEN WORLING - Pres. & Treas.

TYPEWRITER SERVICE
All Makes of
Typewriters & Adding
Machines Overhauled

AUTHORIZED ROYAL TYPEWRITER DEALER
DESKS - FILES - CHAIRS
Sales & Rentals

22 FEDERAL ST.
Cor. Washington & Federal **SALEM 3100**



Typewriters—Continued

UNDERWOOD TYPEWRITERS SALES
SERVICE & RENTALS—
BRUNELLE OFFICE EQUIPMENT CO
11 GedneySalem-1586

Typewriters—Repairing

Brunelle Office Equipment Co
11 Gedney Salem-1586
Connery-Kavanaugh Co 132 Munroe LY nn 5-1890
Norman Office Supply
15 Washington Gloucester-827-W

Undertakers

See Funeral Directors

Uniforms

MORGAN LINEN SERVICE INC

9 Hubbard MA Iden 4-1120

Upholsterers

Doherty T F Upholstering Co
50 Orchard Salem-0101
(See Advertisement Next Page)

HARRIS D F & SONS INC
26 Wharf Gloucester-190
(See Advertisement Next Page)

Herdman Charleton J
439 Western Av Gloucester-2679
(See Advertisement Next Page)

Murray Charles W 14 Summer Rockport-2132
North Shore Furn Co 161 Main Gloucester-94
(See Advertisement Next Page)

Simmonds Upholstering Co Inc
Salem Mass
From telephones in Gloucester
ask "Operator" forEnterprise-1135
No charge on Enterprise calls
From all other telephones
ask "Operator" forSalem-6132
Regular charge on these calls

TUCK KRAFT DECORATORS SHOP
20 Main Rockport-2797
(See Advertisement Next Page)

Vacuum Cleaners

HALL'S RADIO SHOP
All Latest Models-Rebuild Service
30 WashingtonGloucester-779

KENMORE VACUUM CLEANER SALES & SERVICE—
SEARS ROEBUCK AND CO
83 MainGloucester-1300

Valves

Waters Valve Co 473 Washington Gloucester-3762

Variety Stores

Andrew's Luncheonette
Open Every Day
76 ProspectGloucester-264

Mitchell Tony Grocery Store
185 Washington Gloucester-161

Nickas' Mkt 156 Prospect Gloucester 3165

O'Connell's Variety Store
89 Washington Gloucester-2191

Peter's Variety Store 1 Wonson Gloucester-1708

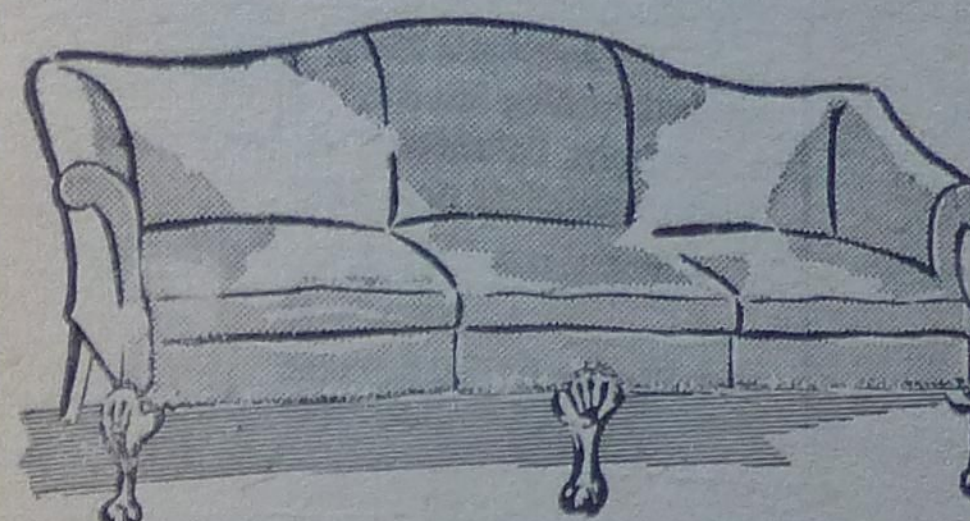
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See front pages for
complete dialing instructions

CHARLETON J. HERDMAN

Custom Made
FURNITURE



UPHOLSTERING
REFINISHING
CUSTOM BEDDING
DRAPERIES

REPAIRING
ANTIQUE RESTORING
CUSTOM SLIP
COVERS

FREE ESTIMATES
PICK UP AND DELIVERY SERVICE

Call **GLOUCESTER 2679**
Shop at Bond's Hill

439 Western Ave.

Gloucester

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UPHOLSTERING CO.

★ Re-Upholstering ★

SLIP COVERS - DRAPERIES
EVERY PIECE GUARANTEED IN THE
SAME WAY AS NEW FURNITURE

SAVE UP TO 40% as a result of our
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PHONE OR WRITE FOR ESTIMATES IN YOUR HOME
WITHOUT OBLIGATION

Salem 0101
50 Orchard St., Salem

LY nn 2-9264
313 Broad St., Lynn

Tuc Kraft
Albert E. Tuck Jr.

• DRAPERIES • SLIP COVERS
• UPHOLSTERING • VENETIAN BLINDS
• DISTINCTIVE FABRICS • CUSTOM FURNITURE
• FOAM RUBBER MATTRESSES •
• BOX SPRINGS • CARPETING •
TUCK KRAFT DECORATORS SHOP
ROCKPORT 2797
20 Main St.

Upholstering

- CUSTOM MADE SLIP COVERS
- CUSTOM MADE DRAPERIES
- VENETIAN BLINDS
- WINDOW SHADES

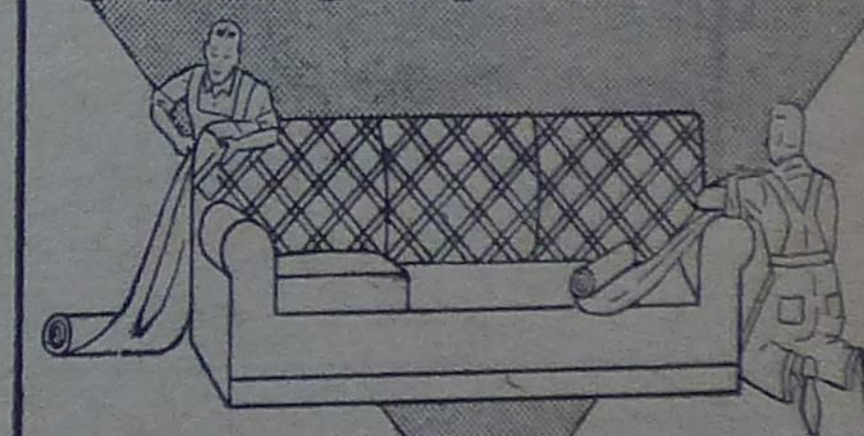


Call
GLOUCESTER 190

D. F. HARRIS
& SONS, INC.

ESTABLISHED 1865
26 WHARF ST.

UPHOLSTERING



Phone For Our Decorator
Salesman - He Will Call At
Your Home Anytime
With Samples

161 MAIN STREET

NORTH SHORE
FURNITURE CO.

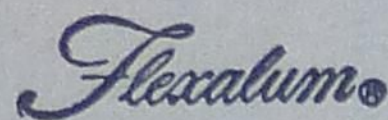
Gloucester 94

Venetian Blinds

Curtain Shop 139 Main.....-Gloucester-555
Elliott's 195 Main.....-Gloucester-5133

FLEXALUM TWI-NIGHTER BLINDS

Make any room NOT JUST DIM — BUT DARK. Complete privacy, light and ventilation control. Custom-made of famous Flexalum spring-tempered aluminum slats, easy wipe-clean plastic tapes, whisper-quiet operation. Over 200 color combinations. Free estimates.



"WHERE TO BUY THEM"

MANUFACTURER

Rex Venetian Blind Co
Wholesale Only
817 Albany .. Roxbury GA rison 7-0400

HARRIS D F & SONS INC 26 Wharf Gloucester-190

HIGGINS LINCOLN C CO 23 Dock Sq Rockport-3104

LEVOLOR BUILT VENETIANS

Custom Built With Levolor Enclosed Metal Head — Self Adjusting Tilter to Keep Tilt Cords Even and Sleek Metal Bottom Bar.



"WHERE TO BUY THEM"

DEALER

HIGH GRADE SHADE & SCREEN CO INC 391 Broad LY nn 2-5027

MANUFACTURER

HIGH GRADE SHADE & SCREEN CO INC 391 Broad LY nn 2-5027

North Shore Furniture Co 161 Main.. Gloucester-94

TOMPKINS C F CO

Venetian Blinds
Quality Furniture & Rugs

67 Middle Gloucester-880

Veterinarians

Babson Osman 343 Washington..... Gloucester-214
Cape Ann Animal Hospital
Henry R Steadman Jr
602 Western Av.....-Magnolia-1488

Wallpaper

Epstein's Paint & Wall Paper Co
210 Main Gloucester-2126-W

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Use these Yellow Pages like a dictionary. Products and services are listed alphabetically.

Wallpaper Removing Machines—Renting

CAPE ANN GLASS CO 216 Main Gloucester-4732

Washing Machines

EASY HOME LAUNDRY EQUIPMENT

New Space-Savingest Washer-Dryer Combination we've ever built. Also Automatic Washers and Matching Electric or Gas Dryers, Spindriers, Wringer Washers. Home laundry specialists since 1877.



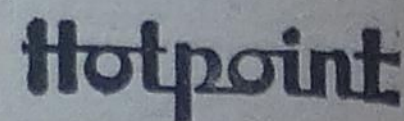
"WHERE TO BUY THEM"

DEALER

Almy Bigelow & Washburn Inc
199 Main Gloucester-5810

HOTPOINT AUTOMATIC WASHERS AND DRYERS

New Pushbutton Washers with WOND-R-DIAL. 2 separate cycles for REGULAR and DELICATE fabrics, all-new AQUAMATIC WASH-RINSE ACTION. Hotpoint Sealed Chamber Dryers eliminate heat, lint & moisture. NO VENTINGS! Available in colors.



"FOR INFORMATION CALL"

DISTRIBUTOR

General Elect Supply Co
145 N Beacon Brighton AL gonquin 4-5300

KENMORE WASHING MACHINES SALES & SERVICE—

SEARS ROEBUCK AND CO
83 Main Gloucester-1300

Morton A L Co Inc
1 Railroad Av.—Gloucester-4330

RCA WHIRLPOOL HOME LAUNDRY EQUIPMENT

AUTOMATIC AND WRINGER WASHERS, DRYERS...IRONERS, RANGES AND ROOM AIR CONDITIONERS AND FREEZERS. Made by Whirlpool-Seeger Corp. St. Joseph, Mich.



"WHERE TO CALL"

DEALER

Almy Bigelow & Washburn Inc
199 Main Gloucester-5810

Sandler's Inc 136 Main.....-Gloucester-3756

Watch Repairing

ROGERS GEO K CO
Optical Repairing & Prescriptions Filled
150 Main Gloucester-806

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Your Yellow Pages ad is seen by potential customers every day throughout the year.

Water Heaters

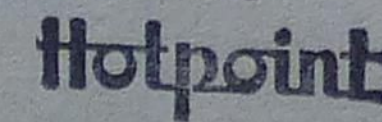
FRIGIDAIRE WATER HEATERS—

KING A J JR
11 South Rockport-2509

GLOUCESTER SUPPLY CO
122 Main Gloucester-18

HOTPOINT ELECTRIC WATER HEATERS

First choice in over one million homes... Hotpoint Automatic Electric Water Heaters with "Magic Circle" Heat provide an abundance of clean, hot water 'round the clock. 5-yr. Tank Guarantee... liberal 10 yr. Protection Plan.



"FOR INFORMATION CALL"

DISTRIBUTOR

General Elect Supply Co
145 N Beacon Brighton AL gonquin 4-5300

Waterproofing Contractors

Anderson A H Co
55 Water Newburyport HO mestead 5-0022

Wedding Invitations

Chisholm Leo A 51 Duncan..... Gloucester-318

Welding

BALSER ARTHUR E CO 206 Bridge Salem-0077
GLOUCESTER MARINE RAILWAYS
CORP 9 Wharf Gloucester-2775
Jack's Dent Shop 27 Rogers..... Gloucester-506
Love John T 31 Wharf Gloucester-1913
Mondello Anthony
rr 18 Harmony Sq Gloucester-2579
Steel Shop 211 E Main..... Gloucester-4272

Well Contractors

EASTERN DRILLING CO

Artesian, Driven & Gravel

Packed Wells - Test

Borings

MUNICIPAL - INDUSTRIAL - DOMESTIC

ANYWHERE IN N. E.

WRITE P. O. BOX 121

10 Jefferson Av Woburn 2-3210

Rollins Charles M Co
Depot Rd Boxford Topsfield TU cker 7-2320

Well Contractors—Artesian

Robinson Artesian Well Co Inc
Forest Hill Av Lynnfield Center-4-3451

Wharf Builders

HALL BROS INC 9 Wharf..... Gloucester-2775

Wheel Aligning—Automobile

BEAR WHEEL ALIGNING & BALANCING—
CARR G ELLIOTT
34 Railroad Av..... Gloucester-2300

THURSTON GEORGE W INC
6 Pearce Gloucester-2400

Surveys show that 95% of the buying public use the Yellow Pages as a guide when they are ready to buy.

See front pages for complete dialing instructions

Wheel Chairs

Curtis & Spindell Co Inc
See Advertisement Under Surgical Appliances
205 Oxford LY nn 5-3510

GILMAN BROTHERS INC

Phone Your Local Druggist
For Information
On Our Invalid and
Hospital Supplies

100 Shawmut Av .. Boston LI berty 2-0780

Window Shades

Curtain Shop 139 Main.....-Gloucester-555
Elliott's 195 Main.....-Gloucester-5133

HARRIS D F & SONS INC

DUPONT TONTINE
CUSTOM MADE
WINDOW SHADES
— WASHABLE —

26 Wharf Gloucester-190

Higgins Lincoln C Co 23 Dock Sq Rockport-3104

Windows

Ballas J J Co 321 Western Av Gloucester-3085
GROSSMAN'S OF NO SHORE INC
2 Washington Ipswich-1060
(See Advertisement This Page)
Waltham Door & Window Co Inc
Distributor Alwintite Aluminum
Prime Windows
39 Emerson Rd Waltham TW mbrook 4-5600

Teletypewriter service can be used with your own forms for orders, reports, deliveries, etc. As many as six copies can be made by each machine. You receive immediate acknowledgment.

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EST. 1896

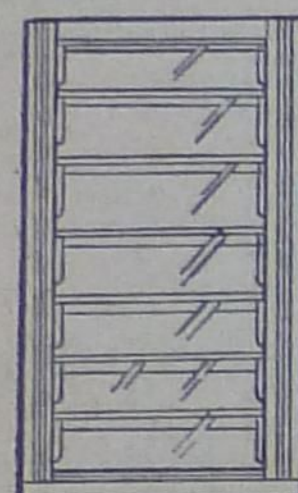
COMPLETE HEADQUARTERS
CURTIS DOORS & WINDOWS
ALL TYPES FOLDING DOORS - OVERHEAD DOORS
2 Washington St. Ipswich 1060
GROSSMAN'S OF NORTH SHORE INC.

STORM WINDOWS

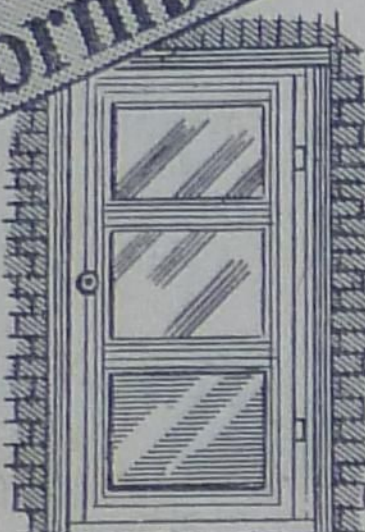
Aluminum Combination
Windows and Doors
Aluminum Siding
Fibre Glass Installation
Jalousies - Windows & Doors
Aluminum Awnings



Jalousies



Storm Doors



OLIVER WINDOW CO.

Gloucester 5960

270 MAIN ST., GLOUCESTER



Windows, Doors, Jalousies
Porch Enclosures, Siding, Roofing
rr 62 PERKINS ST.
GLOUCESTER, MASS.

GLOUCESTER-1762

Reynolds Aluminum Sidewall Covering



From Factory
To You
Buy Direct

LIFETIME
ALUMINUM
COMBINATION
STORM WINDOWS
& DOORS

• JALOUSIES • PORCH ENCLOSURES • FIBERGLAS
& ALUMINUM AWNINGS - FHA - UP TO 3 YRS
TO PAY - FREE ESTIMATES - NO OBLIGATION

STERLING MODERNIZING INC.

15
BEACH COURT **GLOUCESTER 3100**

Windows—Storm

BALLAS J J CO

ORANGE By Eagle Picher

ALUMINUM COMB. DOORS & WINDOWS

JALOUSIES - ALUMINUM AWNINGS

321 Western Av. Gloucester-3085

G & E Aluminum Corp
See Adv Under Sidewall Covering
Englewood Rd Magnolia-1295
GROSSMAN'S OF NO SHORE INC
2 Washington Ipswich-1060

HIGH GRADE SHADE & SCREEN CO INC

ALL ALUMINUM
COMBINATION WINDOWS & DOORS
Reverse Telephone Charges Accepted
Near Corner of Broad & Market St.
On Route 1A

391 Broad LY nn 2-5027

NORTH SHORE ALUMINUM PRODUCTS

rr62 Perkins Gloucester-1762

(See Advertisement This Page)

Oliver Window Co 270 Main Gloucester-5960

(See Advertisement This Page)

Sterling Modernizing Inc

15 Beach Ct. Gloucester-3100

(See Advertisement This Page)

STERLING THREE CHANNEL

ALUMINUM COMBINATION STORM

SCREEN WINDOWS & DOORS—

STERLING MODERNIZING INC

15 Beach Ct. Gloucester-3100

Weather Master Also 199 Main . . Gloucester-5903

Wines—Retail

SOMERS JAMES V & CO INC

24 Hancock Gloucester-382

Women's Apparel

ADASKO FASHION SHOP

Coats-Suits-Dresses

158 Main Gloucester-567

Alper's Clothing Store

Men's Women's & Children's

Wearing Apparel

222 Main Gloucester-299

Bell Shops Inc 164 Main Gloucester-2665

Empire Clothing Co 171 Main . . . Gloucester-3212

FILI-GARDNER APPAREL SHOP

10 Main. Rockport-3535

Goldman's Inc 242 Main Gloucester-1331

Harpel's Specialty Shop

Coats Suits Lingerie & Hosiery

14 Pleasant Gloucester-4531

JONAS JULIET J SHOP

THE FASHION CENTER OF MAGNOLIA

MAGNOLIA

PALM BEACH

NEW YORK

3 Lexington Av. Magnolia-1424

Laine's

Hats Blouses Sweaters Skirts

107 Main Gloucester-3742-W

Nevarte Chez Inc Lexington Av. . . . Magnolia-1354

Wood Products

Cape Craft
Mfg Of Wooden Kitchen Accessories
Production Work In Wood
Whittemore Gloucester-3221

Woolen Goods—Mfrs

Essex Woolen Mills
Tweeds & Flannels
Western Av Essex-80
Res Warwick Henderson Essex-198

Yarn

Chelsea Yarn Store 10 1/2 Norman Salem-1373

Yarn—Knitting

Aune's Yarn Shop 76 Main Gloucester-4687

Winnisimmet Yarns

Mail Orders Filled

143 Winnisimmet Chelsea 3-2102

Yarn & Tweed Shop

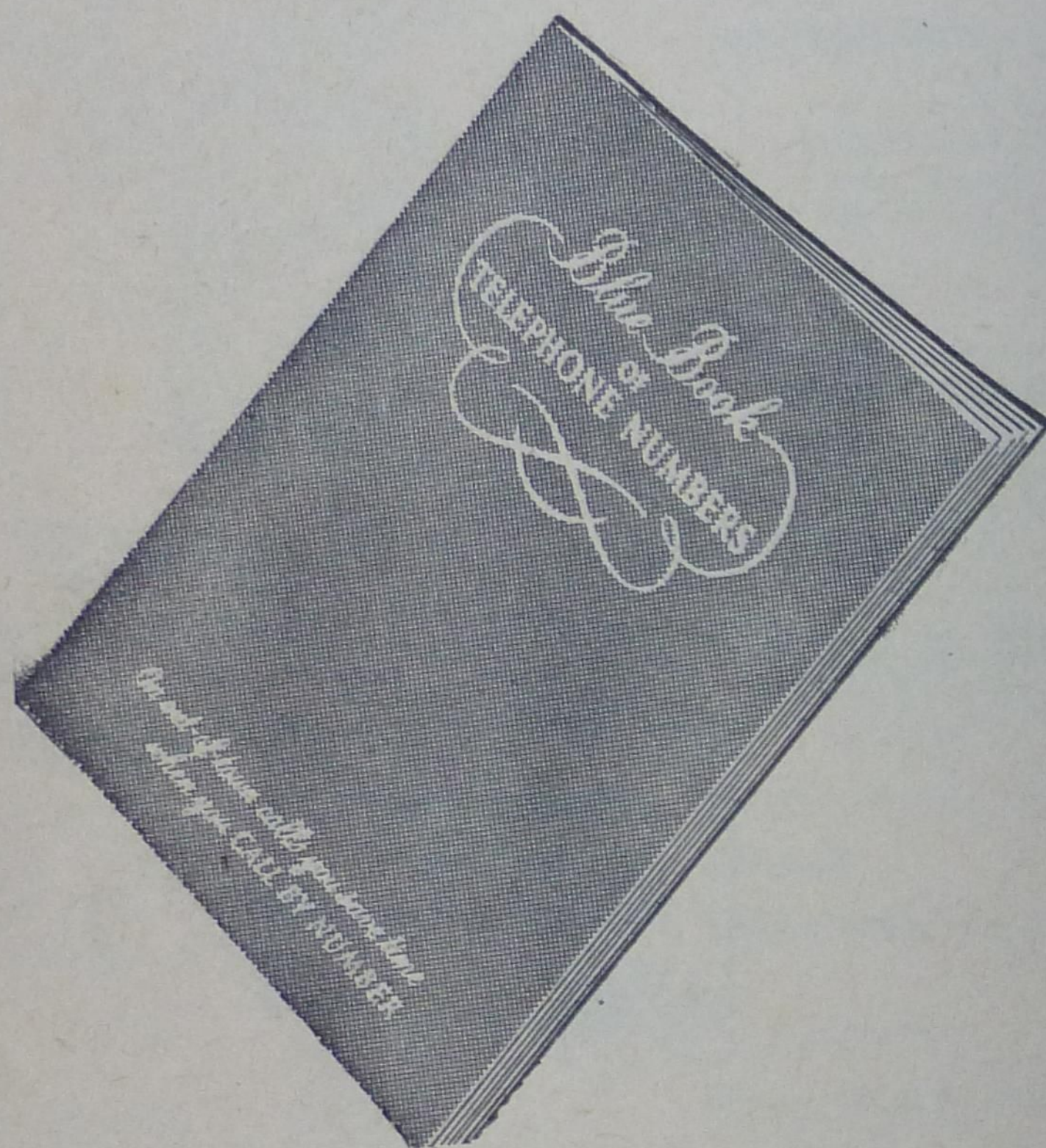
Sweaters-Skirts-Woolens By The

Yard-Unusual Summer Cottons

6 Dock Sq. Rockport-3079



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When you CALL BY NUMBER.*



The "Blue Book of Telephone Numbers" provides a convenient method of listing numbers frequently called. You can obtain a copy from your Service Representative.

Call your Telephone Business Office

Your Best SHOPPING GUIDE

The **"YELLOW PAGES"** list almost any product or service you'll ever need at home or in business.

The **"YELLOW PAGES"** are up to date. A complete list of local business firms and professional people, it is corrected and published regularly with names, addresses and telephone numbers.

The **"YELLOW PAGES"** are easy to use. Just turn to the classification that describes the product or service you want. Listings tell you

"WHERE TO BUY IT".

SAVE TIME & ENERGY



9 out of 10 use the Classified Telephone Directory



SEE THE "CLASSIFIED"
IN THIS DIRECTORY



ITS YELLOW PAGES TELL
YOU "WHERE TO BUY IT"